338.405
NAT

~~Commerce~~ R R

BULLETIN OF THE National Knitted Outerwear Association

UNIVERSITY OF ILLINOIS LIBRARY
MAR 7 1922

No. 19-20. May 9-16, 1921

COST CALCULATION

The Western District Association reports that the work of Cost Calculation is proceeding with all possible speed, especially under the trying circumstances that exist with the manufacturers scattered as they are.

President Shogren has appointed the following Committees:

Committee on Cost of Materials: E. H. Mahler, Chairman, Columbia Ktg. & Mfg. Co.; Armin Rosenberg, Reliable Knitting Works; J. A. Cline, M. Friedlander Ktg. Co.; E. G. Jewell, Marinette Knitting Mills; H. H. Newberger, Royal Knitting Mills.

Committee on Labor Costs: I. B. Davies, Chairman, Bradley Knitting Co.; D. Karger, Eagle Knitting Mills; A. J. Friedlander, M. Friedlander Knitting Co.; G. H. Packard, Appleton-Superior Ktg. Wks.; N. L. Martz, Cadet Knitting Co.

A perusal of the above list shows the Western Association is to be congratulated upon the able and representative committee that will give its thought and study to this problem. No finer and abler group of manufacturers could be gotten together than the two committees above mentioned, and the National Association can look forward to most splendid assistance and co-operation from the Western Association.

PUBLICITY EXECUTIVE COMMITTEE MEETING.

A meeting of the Executive Committee of the Publicity Bureau was held at the office of the Secretary on Wednesday, May 4, 1921, at which the following were present: Messrs. Sampliner, Mayer, Egerer, Worms, Frankel, and Lhowe.

Mr. Lindau furnished a detailed report of his trip to the West, and told of the enthusiastic response of manufacturers in Milwaukee, Chicago and Cleveland. Mr. Lindau reported that manufacturers heartily approved of the work done thus far by the Bureau and the response of new subscribers was more than encouraging.

The Committee spent several hours with Mr. Lindau in going over the plans for the next three months. The Committee also acceded to Mr. Lindau's request that he be relieved of most of the financial and business details of the Bureau, so that he could devote his time completely to creative advertising work of the Bureau and propaganda on its behalf.

COLOR CARD

Manufacturers who attended the Philadelphia Convention will recall that the delegates approved of the second color card adopted and issued by the Association and urged its widest possible distribution. They also recommended that for novelty colors the shades adopted by the Standard Color Card Association of America be considered as standard and be used by manufacturers.

The Bulletin will publish in its next issue the particulars concerning this color card and its method of distribution, etc.

In the meanwhile, it is interesting to note business conditions as reflected in the orders received by the Association for the color card. It is evident that considerable advanced business for staple colored garments is being done because many manufacturers are ordering color cards for their salesmen and many yarn dealers and dyers are placing orders for the color cards and mention the fact that yarn is being ordered by manufacturers in accordance with the numbers of the Standard Color Card.

Some yarn dealers and dyers, realizing the importance as well as the extent of the color card distribution, are purchasing them in quantity for distribution among their smaller customers who have not as yet purchased them.

The Association has on hand a number of color cards for immediate delivery, but orders are coming in regularly and manufacturers who haven't sufficient for the many purposes which the color card answers should send in their orders at once.

STANDARDIZATION

A typical example of the need for standardization of oil and moisture in yarns was had, from the testimony given at an arbitration held recently between a spinner and a knitter. It seems that in a shipment of yarn received by the knitter the test showed that there was a seven per cent. moisture, which the knitter considered excessive. The parties were both experienced yarn men and there was a sharp issue of fact as to what was the normal percentage of moisture, and the testimony showed how deplorable was the lack of a standard, and how much confusion it created and how serious a ground for dissension and dispute it was.

The arbitrators, all experienced yarn men, admitted the lack of a standard, and recalled their own experience as to the variance.

While it is true, that there is no standard for the amount of shrinkage in yarn, a standard could be fixed, such standard to be on a fair basis, as would apply in dealings between spinners and knitters.

It will be recalled that some time ago a conference was had between a Committee of the Spinners' Association and a Committee of the Knitted Outerwear Manufacturers' Association, at which this was one of the subjects discussed, but the spinners concluded that fixing of a standard was impractical.

We did not consider this decision final, and are still endeavoring to secure an agreement.

The Spinners' Association reply was to the effect that they

Published by

National Knitted Outerwear Association

321 Broadway, New York City

Binders to hold these "National Bulletins" may be obtained by forwarding $1.50.

Affiliated Organizations

Sweater & Knitted Textile Manufacturers' Association, Eastern District,
321 Broadway, New York City

Knit Goods Manufacturers of Cleveland,
Guardian Building, Cleveland, Ohio

Western Knit Goods Mfrs. Ass'n
561 E. Water St., Milwaukee, Wis

Sweater and Fancy Knit Goods Manufacturers Association, Pennsylvania District,
307 Bailey Bldg., Philadelphia, Pa.

would again place the matter before the proper Committee.

The Knitted Outerwear Manufacturers realize the difficulties that face the spinners in the matter of establishing a standard, but it is just because there are difficulties that the imperative need for fixing a standard exists.

There is every reason for the spinners to co-operate with this Association on this matter, and it is hoped that their Committee, when it again gives consideration to this matter, will find a way to fix a standard.

TEXTILE SCHOOL—EASTERN DISTRICT

The work of reinforcing the building now occupied by the Textile School is completed and the electric motor purchased by the Association is in place.

The school needs, however, pulleys and belting, and a letter has been addressed to Eastern District manufacturers calling upon them to contribute such parts of the equipment that they have on their premises which they can spare.

Soon after the Philadelphia Convention Mr. Shogren, President of the Western District, had occasion to come to New York, and while here visited the Textile School.

It will be of interest to Eastern District manufacturers to learn of Mr. Shogren's impressions, and we quote from a letter recently received from him as follows:

"I wish to say that one of the many important activities brought to my attention while visiting in New York recently was the Textile School for boys and girls.

"I was agreeably surprised at the wonderful progress made in so short a time. The Eastern District can well be proud of this enterprise, which surely merits the hearty support and co-operation of every member in your district.

"Our industry is sorely in need of more skilled operators and factory executives, and this is an important step in the right direction, and I hope that your members realize the future possibilities of this school, and that they will manifest their interest by frequent visits to the school, offering suggestions and a word of encouragement to those in charge.

"I am very much interested in this particular branch of your activities, and would appreciate very much if you would keep me advised as to the progress you are making."

EASTERN DISTRICT MEETING OF JERSEYCLOTH GROUP

The Jersey Cloth Group of the Eastern District Association, which has not met for several months, held a meeting on Thursday, May 12, 1921, at the Hotel McAlpin, at 4 P. M.

It will be recalled that this Group was organized some time ago in the Eastern District when the sudden and disastrous drop in price took place. The members held a number of meetings at which much constructive work was done, but when business picked up toward the latter part of 1920 and the early part of 1921, it was decided at a meeting of the members that further meetings be dispensed with and be held subject to the call of the Chair.

Very recently, however, market conditions for Jersey Cloth have changed and the situation is such as calls for the thoughtful consideration of every Jersey Cloth manufacturer. It is hoped that all Jersey Cloth manufacturers in the Eastern District will now co-operate in this work, so that the present situation may be thoroughly discussed and the views of all those concerned may be had.

TO reach Buyers, the trade journal offers the most effective medium.

The journal of ***your*** *trade*
is

Sweater News
and
Knitted Outerwear

321 Broadway
New York

338.405
NAT

Commerce RR

BULLETIN
OF Knitted OUTERwear THE
National Knitted Outerwear Association

UNIVERSITY OF ILLINOIS LIBRARY
MAR 7 1922

No. 21. May 23, 1921

TRUTH IN FABRIC AGITATION AGAIN ACTIVE

The movement to compel manufacturers of wool and worsted products to brand their merchandise as to whether it contains all virgin wool or reworked wool is again on foot, and agitation has been renewed for the passage of the French Capper Bill before Congress.

The motives of those behind the bill are well known and there is no question but that the wool growers would be happy indeed to have Congress pass such legislation as would compel the more extensive use of virgin wool and consequent increase in their business, and in their zeal to increase their business, they are short-sighted enough to overlook the fact that the enactment of legislation such as they are fostering would boost prices enormously.

Manufacturers of knitted outerwear, who have made a study of yarn, know from their study and their experience that reworked wool gives the same service and brings to the consumer the same "wear value" as virgin wool. On the other hand, it cannot be denied that the layman consumer fights shy of anything labeled shoddy, regardless of the minute proportion of reworked wool used, and regardless of the actual meaning of shoddy.

In order to offer effective opposition to the efforts of those who would attempt to foist the French Capper Bill on the Textile Industries of this country, a joint meeting of representatives of the wool manufacturers, spinners and knitted outerwear manufacturers was held at the office of the National Association of Worsted and Woolen Spinners last week.

While the desire of the wool growers to help their business is a commendable one, the means determined upon by the legislation intended to pass would impose such a severe hardship upon allied industries and the ultimate consumer of wool products that their efforts must be condemned and opposed.

Manufacturers of knitted outerwear will be kept advised through the Bulletin and other sources of this activity.

TARIFF ACTIVITY

Another series of conferences between the Executive Secretary of the Association and Col. John P. Wood of the National Association of Wool Manufacturers was held during the past week. It ought to be more generally known that the National Knitted Outerwear Association is co-operating with the Tariff Committee of the Wool Industry. General Wood, its Chairman, has given considerable of his time and energy and the fruit of his experience in consultation with the Tariff Committee of the National Knitted Outerwear Association.

As a result of conferences held during the past week, the Executive Secretary and the Council spent several days working out proposed paragraphs and rates. These paragraphs and rates have been forwarded to the Ways and Means Committee for their consideration, and it is expected that the Tariff Legislation will recognize the need of this Industry for proper classification and protection.

COMMUNICATION FROM PRESIDENT

On April 13, 1921, the President of the Association addressed a communication to all those who had attended the March Convention in Philadelphia, asking for their views, suggestions and criticisms.

At his urgent request that the members give it their immediate attention, quite a number replied and another letter has been addressed to the few who have failed to reply.

The importance of the views of those who attended cannot be over-estimated, and if manufacturers and delegates who attend the Convention would only stop to realize how important President Worms considers the views, suggestions and criticisms of delegates, they would immediately lay aside all other matters and give their attention to his letter.

As President Worms himself says in his letter to the delegates who attended the Convention:

"The Association and the Industry will not receive the full benefit of your attendance at this Convention unless you give expression to these thoughts. Lasting benefit as a result of your presence in Philadelphia in March will not be had unless from the experience gained by you there, we can further develope and improve the work of your Association."

Delegates who have not yet replied to either of the President's letters are urged to give their immediate attention to them.

PLACING ORDERS AS AFFECTING PRICES

Placing orders as affecting prices is a title of a four-page leaflet prepared by the National Knitted Outerwear Association for distribution by members to customers in the daily mail.

The general purport of the article is to show the purchaser of knitted outerwear, whether he be jobber or retailer, that the time of placing orders bears a direct relation to the price.

There are being distributed to each member of the Association twenty-five copies of this leaflet, and members who are interested in further copies can write and secure an additional seventy-five without charge.

Members desiring reprints with their names printed thereon can secure same in thousand lots at $7.50 per thousand, which represents the actual cost.

These leaflets can be inserted in the daily mail of manufacturers for a definite period of time, and, no doubt, will bring far

Published by
National Knitted Outerwear Association
321 Broadway, New York City
Binders to hold these "National Bulletins" may be obtained by forwarding $1.50.

Affiliated Organizations

Sweater & Knitted Textile Manufacturers' Association, Eastern District,
321 Broadway, New York City
Knit Goods Manufacturers of Cleveland,
Guardian Building, Cleveland, Ohio
Western Knit Goods Mfrs. Ass'n
561 E. Water St., Milwaukee, Wis.
Sweater and Fancy Knit Goods Manufacturers Association, Pennsylvania District,
307 Bailey Bldg., Philadelphia, Pa.

greater results than the cost and effort involved in their distribution.

TEXTILE WAX FOR FOSTER CONERS

The Western District Association reports an item of accomplishment that will undoubtedly be of interest to manufacturers throughout the country. Just about this season of the year manufacturers who use Foster Coners and Winders begin to have trouble with their wax, which becomes soft and melts.

As a result of negotiations carried on by the business manager of the Western District Association and the representative of the Standard Oil Company, the Standard Oil Company has agreed to produce a wax for use on Foster Coners with a melting point of 133-135 degrees Fahrenheit, which product is now ready for distribution.

This product is known as Textile Wax, and is prepared especially for use in the Textile trade.

It is also expected that it will be furnished to the trade at a price considerably lower than has heretofore been paid for a similar product.

AMERICAN COTTON GROWERS' CONVENTION

A convention that promises much in the way of information and study will be held under the auspices of the American Cotton Growers' Association and affiliated interests at the Hotel Pennsylvania in New York City on May 30th and 31st, 1921.

The American Cotton Growers' Association, under whose auspices the coming National consultation, as it is called, will be held, extends an invitation to all members of the National Knitted Outerwear Association to attend.

The keynote of the Consultation as outlined by the American Cotton Growers' Association is entitled "The Mutual Interest of Cotton Producers, Manufacturers and Affiliated Interests."

An imposing array of nationally known celebrities will address the Convention, among whom are Hon. Arthur Capper, U. S. Senator; Hon. John Sharp Williams, U. S. Senator; Hon. Josephus Daniels, former Secretary of Navy, and Hon. A. F. Lever, author of the Lever Federal Warehouse Act. Another prominent speaker who is well known to the National Knitted Outerwear Manufacturers and who will address the meeting is Mr. Lincoln Cromwell, the Treasurer of our National Publicity Campaign Fund.

Manufacturers who may be in a position to attend should notify the Secretary, who will see to it that invitations are extended to them.

STAGER ELECTED PRESIDENT

The National Knitted Outerwear Association is happy to extend its congratulations to the National Association of the Worsted and Woolen Spinners upon its selection of Mr. Stanley R. Stager as its President, and to Mr. Stager upon his elevation to the honors and duties of the presidency of that Association.

The members of the National Knitted Outerwear Association have learned to look for the fullest and co-operation from Mr. Stager, and know that the good will and interest of the National Association of the Worsted and Woolen Spinners in the National Knitted Outerwear Industry will be continued and extended under President Stager's administration.

EXCHANGES

FOR SALE: One Claes & Flentje Knitting Machine, 18-inch bed, 8 gauge—146 needles. (356)

FOR SALE: One Lamb Border Machine, 8 gauge, perfect order, with take-up (power). (357)

WANTED: 10 gauge flat automatic power machines. (359)

TO reach Buyers, the trade journal offers the most effective medium.

The journal of ***your*** *trade*
is

Sweater News
and
Knitted Outerwear

321 Broadway
New York

338.405
NAT

Commerce R R

UNIVERSITY OF ILLINOIS LIBRARY
MAR 7 1922

BULLETIN OF THE National Knitted Outerwear Association

No. 24 June 13, 1921

TEXTILE SCHOOL EASTERN DISTRICT

The Textile School in New York City is graduating a class of about fifty young men at the end of this month, and manufacturers would do well to take note of this item and give it their consideration.

These young men have had a regular New York City High School training, together with the special textile training, such as courses in knitting, spinning, chemistry, dyeing, textile arithmetic, etc.

They make no pretense of being skilled employees, but they have received four years of advance training and have been educated to understand that the prime consideration in seeking and accepting a position is preparing for the future rather than earning a salary. These men are the coming mill executives of ten years from today, and in an industry which has grown so large and so rapidly as the Knitted Outerwear Industry, the need for trained executives is apparent.

The Textile School was organized to prepare men for the positions that must necessarily exist and be filled in a rapidly growing industry, and manufacturers who are planning for the future could profitably employ one of these young men now.

The Eastern District Association will be glad to send applicants to the manufacturers for an interview and would be glad to assist manufacturers in investigating any applicant under consideration.

PLACING ORDERS AS AFFECTING PRICES

All members of the Association have by this time received copies of the leaflet entitled "Placing Orders as Affecting Prices." Sufficient copies were printed to allow one hundred copies to each member of the National Association, but in the original communications sent to the members only 25 were enclosed.

A considerable number of the members have written to the Secretary asking for the balance of 75. Quite a number, too, have placed orders for quantities with their name printed thereon.

These leaflets carry a message to the jobber and retailer of Knitted Outerwear, that must be brought home to them repeatedly and frequently in order to remedy the conditions that are described therein.

All manufacturers ought to supply themselves with a sufficient quantity of these leaflets to insert in their daily mail regularly for a long period of time.

The Secretary's office is issuing these pamphlets in thousand lots at $7.50 per thousand, and orders can be filled promptly.

TRUTH IN FABRIC HEARING POSTPONED

Manufacturers throughout the country have undoubtedly been watching with interest reports in the daily and trade press concerning the hearings before the Watson Sub-Committee of the Interstate Commerce Committee of the Senate on the French-Capper bill, better known as the Truth in Fabric Bill.

The proponents of the bill have had their opportunity to state their case and the opponents were in the midst of presenting their case, when the Committee was compelled to adjourn, due to other activities of some of its members.

The representative of the National Knitted Outerwear Association has not yet been heard, but it is expected that he will present the opposition of this Association to the bill on the adjourned day.

WESTERN DISTRICT SEMI-ANNUAL MEETING POSTPONED

In order to accommodate the wishes of many of the members of the Western District Association who had planned to spend the Fourth of July with their families, the semi-annual meeting of the Western District Association has been postponed to July 15th and 16th.

The meeting will be held in the place originally scheduled, namely, Neenah, Wisconsin, and will open on Friday, July 15th, at 2 p. m., standard time.

The good time planned for members and guests for July 1st and 2nd has not been changed in any way, and will be carried out as per schedule on the 15th and 16th.

A business program that is as extensive as it is ambitious has been prepared, and is as follows:

Change of name of the Western Knit Goods Mfrs. Association.

Amendment of by-laws regarding the time for payment of dues.

Amendment of by-laws broadening the requirements for active membership.

Formation of Associate Members' group.

Report of Committee on Cost Accounting.

Report of Style Show Committee.

Report of Membership Committee.

Report of Wool Hosiery Organization Committee.

Report of Trade Abuse Committee.

Report of Committee on Legislation.

Special Reports of Officers.

National Publicity Campaign Suggestions.

Suggestions for National Meeting.

Financial Budget.

Quite a number of delegates will go by automobile and Secretary Walker of the Western District Association will forward to all Western manufacturers full details as to tram schedules, route for auto trips, etc.

We join with Mr. Walker in urging Western District members to make their reservations promptly and as early as possible.

PUBLICITY DIRECTOR RESIGNS

The Executive Committee of the Board of Directors at a meeting held June 7th and 8th, 1921, accepted the resignation of J. W. Lindau, Jr., the Publicity Director.

The work of the Bureau is continuing with unabated energy, and it is hoped with even greater success than that which attended the efforts of the Bureau in the past.

NEW MEMBERS

Pennsylvania District

The results of increased activities of the Pennsylvania District along such lines as will benefit the members is being shown in the increase of membership.

Two recent additions to the membership are the Superior Knitting Mills of Broad and Spring Garden Streets, Philadelphia, Pa., and D. J. Rothstein & Co., Oxford and Mascher Streets.

D. J. Rothstein & Co. is taking over the mill formerly occupied by the Notaseme Hosiery Co. at the above address. They will specialize in bathing suits, jerseys and a complete line of athletic apparel.

COST CALCULATION

The Secretary of the Western Knit Goods Manufacturers' Association reports that there has been added to the Committee on Cost of Materials, Mr. Walter Zwicker of the Zwicker Knitting Mills of Appleton, Wisconsin.

The Cost Committees throughout the Association are busily at work, and while the importance of the work and its time-consuming nature is evident, yet they cannot be urged too strongly to give same their earliest possible attention, so that the National Association's report may be worked on and put in shape.

FIBRE SILK PRODUCTION

Despite the shortage of fibre silk, yarn reports are to the effect that the production of artificial silk is increasing.

We note from the Bureau of Commerce that the American Minister at Prague reports that the artificial silk industry in Czecho-Slovakia is making unusual progress, and four concerns, with a total capitalization of one hundred thirty million crowns, has been established.

NATIONAL INDUSTRIAL CONFERENCE REPORT

The National Industrial Conference Board has issued a pamphlet entitled "Changes in the Cost of Living," covering a period from July, 1914, to March, 1921.

The article is highly statistical, covers all necessaries of life, and will be found extremely valuable by those interested in the problem in a broad way.

A copy is on file in the office of the Secretary and additional copies can be secured for the members upon their advising the Secretary.

ELECTION OF OFFICERS OF THE PENNSYLVANIA DISTRICT

At the last regular meeting of the Knitted Outerwear Manufacturers' Association, Pennsylvania District, an election of officers and directors was held, and the following men were elected officers and directors:

President, Frederick Mayer; Vice-President, A. I. Lichtenstein; Treasurer, H. B. Sheplan.

Board of Directors—Harry J. Auerbach, Bernard Robbins, David M. Titelman, L. S. Casten, H. B. Sheplan, Louis Rosen, C. V. Hughes, Albert Gentel, A. Titleman, A. L. Stoumen.

The Pennsylvania District is to be congratulated upon again securing the leadership of Mr. Mayer for another year, and there is no doubt the progress made by the Pennsylvania District in the last year, remarkable as it has been, will be outdone by its work in the future.

EXCHANGE ITEMS

FOR SALE: Several 5, 6, 7 gauge hand knitting Grosser machines. (380)

WANTED: Eastern manufacturer has position for skilled Brinton and Wildman mechanic at especially good pay. Manufacturers who know of any one capable of filling this position should communicate at once with the Secretary. (381)

TO reach Buyers, the trade journal offers the most effective medium.

*The journal of **your** trade is*

Sweater News *and* Knitted Outerwear

321 Broadway
New York

338.405
NAT

Commerce R R

UNIVERSITY OF ILLINOIS LIBRARY
MAR 7 1922

BULLETIN
OF THE
National Knitted Outerwear Association

No. 25-26 June 20-27, 1921

MEETING OF NATIONAL DIRECTORS

A special meeting of the Directors of the National Knitted Outerwear Association has been called for July 6, 1921, at the Hotel McAlpin at 10 a. m., standard time, or 11 a. m. New York time.

Matters of vital interest to the Association that require the consideration of the Directors has occasioned the calling of this meeting and Directors are urged to attend, putting aside any other business, if necessary, to attend.

ELECTION OF NEW DIRECTOR, EASTERN DISTRICT

At a meeting of the Board of Directors of the Eastern District Association held on June 15, 1921, one of the vacancies was filled by the election of Mr. Nesib Trabulsi of N., P. & J. Trabulsi, New York City.

Those who know the enterprise and energy of Mr. Trabulsi can appreciate the worth of his selection, and the Eastern District Association is to be felicitated upon his accepting the duties and responsibilities of the position.

Mr. Trabulsi has recently returned from an extended trip abroad, and we take occasion at this time to cordially welcome him back to active participation in the Industry and in the councils of the Associations.

COST CALCULATION

At a recent meeting of the Board of Directors of the Eastern District, the work of the Cost Calculation Committee was given prime consideration.

Mr. Rheinauer, Chairman of the Committee, despite the many difficulties that present themselves from time to time in making a study of Labor Cost, reported considerable progress and assured the Directors that he would have a final report to submit at their coming meeting on the 29th of June.

The other three districts of the National Association report that their Cost Calculation Committees are hard at work, and while the length of time consumed in making this study has exceeded the expectations of all, it augurs well for the success of the work when it will be completed.

The various local Cost Calculation Committees are urged to make this work a matter of first importance and devote every possible moment to it.

It will be remembered that the plan adopted at the National Association meeting in Philadelphia last March, called for each district submitting its report, and the four reports would then be studied by the National Committee in charge, and the conclusions be made national in their character. It will be seen, therefore, that any one district can hold up this matter and the necessity for placing this work foremost is obvious.

TARIFF

One of the schedules that is giving the Ways and Means Committee most concern is Schedule K or the Wool Schedule.

Reports emanating from Washington indicate, however, that the work of the Sub-Committee that has been giving its attention to this schedule is about completed, and they will soon be in a position to report as to what the tariff duties on the various products listed under Schedule K should be.

This does not indicate that the work of the various Associations interested in Schedule K is anywhere near completion.

Only last week a conference of the representatives of those Industries interested in Schedule K was held at Washington, which the Executive Secretary of this Association attended.

Various matters of moment came up before the conference adjourned for a date during the coming week.

Members need not be reminded that although the Tariff activity of the Association is one that attracts little public notice, it, nevertheless, is one of the trinity of most vital trade Association activities, the other two being Publicity and Cost Calculation.

EASTERN DISTRICT MEMBERSHIP COMMITTEE MEETING

A meeting of the Membership Committee of the Eastern District has been called on Monday, June 27, 1921, at the home of its Chairman, Mr. D. J. Rosenheim, at 8 p. m.

While not engaged in a membership drive, as such is commonly known, the Membership Committee has been active in making a study of mills to ascertain those whose membership is desirable, and in making efforts to secure their co-operation.

The Committee's thought as expressed at their last meeting was that quality was of first importance and number was secondary.

It is expected that at the meeting of the 27th various members of the Committee will be able to report the membership of quite a number of the firms on the desirable list.

ELIMINATIONS—ONE WAY OF REBUILDING BUSINESS

The Chamber of Commerce of the United States has addressed to the various members of its body a letter on the subject of rebuilding business, and suggests as one method the elimination of unnecessary varieties of production.

They ask the question as follows: "Have you thought that possibly your line is made in too many styles, sizes, and varities, which destroy the operation of that profit-making fundamental, **"small variety and large volume"?**; and in answer thereto they quote from a large manufacturer whose inventory runs into the millions, who recently stated: "My inventory is 30% less because of adherence to the Elimination Schedule for our line, and we are giving our trade better service."

Not a few of the savings and advantages of eliminating unnecessary varieties according to the Chamber of Commerce are the following: Release "frozen" capital, Simplify and aid distribution, Reduce depreciation and obsolescence, A more uniform and better product, Reduce storage and handling, Hasten "turnover," Make lower prices possible, Make for more efficient sales forces, Reduced overhead, Better service to, and by, the retailer.

This is a subject that manufacturers could well give their thought and consideration to, and the Secretary will appreciate views of members with regard to this matter.

SEMI-ANNUAL MEETING WESTERN DISTRICT

The change of date for the semi-annual meeting to the 15th and 16th of July has met with the widespread approval of the members of the Western District, if the number of reservations that are daily being received by the Secretary is any criterion.

President Shogren, despite the many arduous tasks before him, was able to run up to Neenah last week with regard to a conference of the Western Knit Goods Manufacturers in that neighborhood, and preliminary plans were made for the business and social features of the meeting.

We cannot urge too strongly upon the Western District members who have not as yet sent in their reservations to do so promptly.

PLACING ORDERS AS AFFECTING PRICES

Are you letting your customers know that the price of your merchandise is affected by the time and method of their placing orders?

Are you advising your customers that there are many processes necessary in the manufacture of Knitted Outerwear, and that these processes consume considerable time?

Are you telling them, that unless they place their orders seasonably in advance they are creating bad business and increased prices for merchandise?

The Knitted Outerwear Association has prepared a short, interesting, readable leaflet, by which you can tell your customers of these facts. Your customers ought be told the story continuously, and the Association is in a position to help you do so by furnishing you with these leaflets at cost.

If you have not already ordered sufficient to hammer away at all your customers, do so now. These leaflets are ready for you at $7.50 per thousand.

PUBLICITY ACTIVITY

In line with the efforts of the Publicity Bureau to popularize knitted outerwear, manufacturers are giving their attention to retail shops. For that purpose one of the Philadelphia members has just opened a shop on the board walk in Wildwood, New Jersey, called the "Rosella Shop for Knitted Outerwear," where there will be offered for sale knitted outerwear of all descriptions, of wool, silk, fiber silk, etc

Throughout the country the effect of the publicity campaign is being noted and felt. Although manufacturers had not expected to feel the results of the campaign so soon, many are of the opinion that the improvement in conditions can be directly traced to this enterprise. In the trade papers and in the daily press jobbers and retailers are using the symbol of the Industry and are calling their merchandise **knitted outerwear.**

What is somewhat surprising is the fact that most members have thus far failed to use the symbol on their stationery, letterheads, etc. The National Association again urges its members to use every ounce of effort and every available opportunity to help put the campaign over, and not the least that they can do is to make the symbol of the Industry as well known as the flag of the country. Every envelope, every letterhead, every piece of printed matter that leaves the office or mill of the manufacturer ought to carry the message of the campaign by prominently displaying the symbol. The Publicity Bureau will do its share in supplying you with the cuts. Do your share by having your stationery printed or reprinted with the symbol of the industry.

TO reach Buyers, the trade journal offers the most effective medium.

The journal of ***your*** *trade*
is

Sweater News
and
Knitted Outerwear

321 Broadway
New York

338.405
NAT

Commerce Q R

UNIVERSITY OF ILLINOIS LIBRARY
MAR 7 1922

BULLETIN

OF THE

National Knitted Outerwear Association

No. 27 July 5, 1921

TRADE ASSOCIATIONS

Says Secretary of Commerce Hoover: "All are agreed that the purposes and actions of the vast majority of national associations are a constructive contribution to public welfare. Their activity in promotion of better business practices, advancement of technical processes, simplification of production, standardization of quality, extension of foreign trade, commercial arbitration, etc. all make for more efficient industry and business. Many of them fertilize information as to the production, stocks of raw and other material, percentage of industry in active operation, total orders in hand—all of which, when available to the public, contribute both to stability and the increasing efficiency of industry and to the protection both of the smaller manufacturer and the consumer. The Department of Commerce wishes to co-operate and assist with all of this sort of effort."

Frequently in the welter of details of Association activities, the larger purposes, for which the details are necessary, are lost sight of, and it is refreshing to bring to the attention of members the endorsement of Trade Associations from a member of the National Cabinet and an executive of such high standing as Secretary of Commerce Herbert Hoover.

Today, more than ever, Trade Associations are receiving official notice.

We would refer members to the July, 1921, issue of the Chamber of Commerce publication, "The Nation's Business," in which appears an interesting article on "Trade Associations and the Law."

Space does not permit quoting of this article in full, but we cannot refrain from calling the attention of members to the following paragraphs which deal not only with Trade Associations but more particularly with regard to the tariff activities of this Association:

"The point that deserves special emphasis is that Trade Associations when properly conducted make for efficiency without taking on any of the objectionable qualities peculiar to trusts and monopolies. Efficiency in industry is needed now as never before in the history of the country. Our national prosperity will not be of an enduring character unless the manufacturers here are able to cope with those elsewhere in the contest for business in foreign markets. To do this, the standard of efficiency in our factories must obviously be equal to those of their foreign competitors.

It is a well-known fact that in Engalnd and Germany, and to some extent in France and Italy, co-operation in industry has been more fully developed than it has in this country. The Trade Associations in England and the Cartels in Germany, under the fostering care of those Governments, respectively, have become powerful industrial agencies. Those countries have perceived the necessity of consolidating their national, financial, industrial and commercial forces in such a way as to enable their business concerns to present a solid front to their competitors in the markets of the world. A number of examples of Trade Associations which have attained great size and power in England could be cited."

Members who are interested in Trade Associations and their activities will find the article referred to above of interest and of profit.

MEETING OF THE NATIONAL DIRECTORS POSTPONED

Due to the inability of several directors from the West to attend the special meeting of the National Directors which was called July 6, 1921, the meeting was postponed until July 11, 1921. It is expected that this date will suit the convenience of practically all the National Directors so that a full attendance can be looked for. Directors should take notice of the hour, namely, 10 a. m., Standard Time, and 11 a. m., New York Time. The place of the meeting is the Hotel McAlpin, New York City.

Together with the meeting of the Directors, there will be held the regular monthly meeting of the Executive Committee of the Publicity Bureau.

National Directors who have the welfare of the Association and the Industry at heart, will lay aside all business and attend this special meeting.

TRADE CONSCIENCE

Very frequently, the functions and purposes of a Trade Association are beclouded because of the fact that efforts are made to render services that will produce tangible benefits either to the members themselves or to the industry.

Not the least important of the functions of the Trade Association is the developing of a Trade Conscience, which will elevate the ethical standards and the moral tone of those engaged in the industry.

A unique example of this function was recently had in this industry. One of the members of the Association filed a complaint with the National Association to the effect that a member of the National Association in another city had tampered with his help for the purpose of getting information of some secret attachment which the complainant had working on his premises.

A Committee was appointed to hear the charges and investigate, and they willingly gave of their time for this purpose. What is worthy of note, however, is the fact that the member complained against willingly left his mill and traveled to New York, where the hearing was held, for the purpose of appearing in person to answer the charges.

Both the complainant and the respondent told their story to the Committee, and a thorough investigation was made and a decision rendered. Despite the fact that there was no power, legal or otherwise, to have made him attend, the party complained against voluntarily appeared to face charges, the essence of which accused him, at worst, of committing something unethical.

We feel that it is a god sign to the industry when manufacturers will feel such a responsibility to it, that they will incommode themselves in order to clear themselves of the charge of having been guilty of unethical trade conduct.

COST CALCULATION

At the meeting of the Board of Directors of the Eastern District held at the Hotel McAlpin, June 29, 1921, the report of the Labor Cost Committee was the sole subject of discussion.

The Board of Directors carefully analyzed the report of Mr. Rheinauer and his Committee and analyzed the figures attached thereto.

The Eastern District is the first district to have completed its studies in accordance with the plan outlined at the National Convention held in Philadelphia, and not a little credit is due to Mr. Albert S. Waitzfelder, president of the Eastern District Association, who saw to it that this matter received first consideration, and to Mr. Daniel Rheinauer, who labored long and arduously in making his studies and compiling his data.

The other districts have been advised that the Eastern District has already completed its work, and are urged to make this matter one of primary consideration in their respective districts.

Mr. Albert S. Waitzfelder, Chairman of the National Cost Calculation Committee, is in hopes that the other districts will be in a position to send in their reports before the special meeting of the National Directors, so that the four reports of the respective districts can be analyzed and final action taken by the National Cost Calculation Committee.

TEXTILE SCHOOL

The New York City Textile School held its commencement exercises on Tuesday, June 28, 1921, when they graduated a class of over sixty men.

A number of these men have already secured employment in knitting mills in the city, and manufacturers report an attitude on the part of these boys far different from that displayed by the average young man seeking a job.

In spite of many insurmountable obstacles that arose in the founding of the school, progress was made, and it is worthy of note that out of a class of eighty boys that entered the school, over sixty pursued their studies to completion. This is an enviable record when it is considered that the average city high school is considered a wonderful success when its graduating class contains 20 per cent. of the number of pupils that entered.

The school can use considerable equipment, machinery, etc., and if manufacturers desire to secure well-trained graduates they must do their share in keeping the equipment complete and up to date.

A letter is being sent to members of the Eastern District with regard to equipment, and manufacturers are here urged to give same their special attention.

JOHN F. STERN LEAVES FOR EUROPE

John F. Stern, the genial business manager of the "Sweater News and Knitted Outerwear," the trade publication, sails for Europe on the Aquitania on July 5, 1921. Mr. Stern's friends, a list of whom would look like the Knitted Outerwear Dealer's Directory, wish him a pleasant voyage.

EXCHANGES

WANTED: One Tacker for tacking the ends of seams. (383)

WANTED: Small quantity of mercerized cotton about 1/10, any color, for separating purposes. (384)

FOR SALE: Sweater plant, consisting of 10 circular Stafford and Holt racking machines. Brand new, with all latest improvements. Manufacturer who offers these for sale has orders on hand for merchandise to be manufactured on these machines up to December 1, 1921. (381)

WANTED: Raschel Machines. (374)

FOR SALE. Five and eight gauge bach full automatic power machines. (375)

TO reach Buyers, the trade journal offers the most effective medium.

The journal of ***your*** *trade*
is

Sweater News
and
Knitted Outerwear

321 Broadway
New York

338.405
NAT

Commerce RR

BULLETIN
OF THE
National Knitted Outerwear Association

UNIVERSITY OF ILLINOIS LIBRARY
MAR 7 1922

No. 30 July 25, 1921

BULLETIN

In order to assist the local organizations and their secretaries in their work, we are anxious to know to what extent the National Bulletin is regularly read and kept.

We are enclosing with each Bulletin a self-addressed post card, on which we would ask members to answer this inquiry and also make any suggestions for the Bulletin's improvement.

PUBLICITY

One of the many things done by the Publicity Directors at their meeting on July 13, 1921, was the selection of a field man.

The importance and need of a man to fill this position has been felt for some time.

The Directors, after interviewing many men for the position, finally selected Mr. Charles M. Wood, of Cleveland, Ohio. Mr. Wood has had extensive experience in publicity and association field work, especially with the Portland Cement Association as departmental manager, and with the Goodyear Tire and Rubber Company, of Akron, Ohio, as publicity manager.

The selection of Mr. Wood and the work that has been cut out for him is merely one of the steps in the broadening and enlarging of the scope and work of the Publicity Bureau.

It will be Mr. Wood's task to link up the work of the Publicity Bureau directly with the jobber and retailer.

Mr. Wood will also enlist the co-operation of such manufacturers as are not now subscribers to the Campaign and will also secure the assistance and co-operation of all those industrial factors who are benefiting and who will benefit, directly or indirectly, from this Campaign.

The Directors of the Publicity Bureau are still giving their consideration to the selection of Publicity Director, as the importance of selecting the right man is obvious.

Many men are under consideration, and although the field has been considerably narrowed, the Committee still needs time to decide upon a new Publicity Director.

It is expected, however, that its selection will be made shortly.

In the meanwhile, however, the plans prepared by the former Publicity Director are being carried out in detail.

NATIONAL CLEARING HOUSE

Not long ago one of the National Directors, who is always planning for the welfare of the National Association and the Industry, devised a scheme for the organization of a National Clearing House for members, which he felt would be of service to members who were already in the Association and would attract new members because of its inherent value to them, and which would also serve as an admirable means of publicity.

This Clearing House was a subject for considerable discussion by the National Directors at the meeting of July 13, 1921, and the discussion culminated in the appointment of a Committee representing the four districts which was authorized to work out various plans for the organization and operation of such a body.

There had previously been sent to each National Director a copy of a letter in which the plan was outlined and the Committee will be supplied with synopses of the replies of the various National Directors.

Members are urged to give this subject their consideration, and if they have any thought to offer on the subject they should send same to the Secretary for the use of the Committee.

ASSOCIATION ACCOMPLISHMENTS

Although all the Directors of the National Knitted Outerwear Association felt the importance and need of the continued existence and growth of the organization at the special Directors' meeting of July 13, it remained for the remarks of President Worms, in opening the meeting, to show the detailed reasons for the need of the Association.

In opening the meeting, President Worms saw fit to review briefly and without elaborate detail, the varied accomplishments of the National Association since its inception, and while space will not permit the complete setting forth of his remarks, we feel that the substance of what he said ought to be presented to the members at large for their consideration.

We will make no attempt to quote President Worms verbatim, but merely set forth the substance of his remarks.

After pointing out that the National Association had its inception as a result of the war, and that after the armistice, the peace time needs of the industry were still considered worthy of co-operative consideration, President Worms made plain the fact that all the activities and all the undertakings of the Association were interdependent, and that the accomplishments of the organization should be measured not only individually, but by their accumulative effect.

"The matter of trade abuses," said President Worms, "has received the attention of the organization from many angles.

"In the matter of identical names, we have co-operated with the Federal Trade Commission in order to eliminate abuses, the evils of which are well known to most members of the Association. Two cases have been brought to the attention of the Federal

Trade Commission as cases where unfair trade practices have resulted from the use of similar names. In one of these cases the mill accused of this unfair trade practice, after having pointed out to it by the Federal Trade Commission, the fact that the use of the similar name on their part was unfair, agreed to discontinue the name. The case of another member is now pending before the Federal Trade Commission. Besides, the Association is handling several complaints which have not yet come to the attention of the Federal Trade Commission because it is expected that amicable adjustments will be made.

"Complaints by members against others for the use of a similar name are handled by the Association in the same manner as complaints against firms for the cancellation and unjust return of merchandise, of which further mention will be made later.

"The Association, too, has co-operated with the Federal Trade Commission in the matter of misbranding of merchandise. It has co-operated with the Federal Trade Commission in making a study of problems of guarantee against price decline, and time has shown the wisdom of the policy adopted by the Association in opposing the giving of such guarantees.

"We have established a procedure for the hearing of complaints by members against one another for interfering or tampering with their help. One hearing has already been held as a result of a complaint filed on account of this abuse and several hearings are pending.

"When the flood of cancellations and returns swept over this country in May and June and subsequent months of 1920, the Association already had in existence its Complaint Bureau, which was especially organized for the purpose of assisting members in such an emergency.

"It may be mentioned that of the one hundred sixty complaints which were handled by the Complaint Bureau during the cancellation epidemic more than 35 per cent. were adjusted or resulted in arbitration between the parties. However, for those merchants who were found to be guilty of unfair trade practices in either making an unjust cancellation or unwarranted return, a Credit Information Bulletin Service was established, by which the names of those firms and the facts in the matter were sent to all members confidentially for their credit information; and it must be borne in mind that the chief value of the Complaint Bureau and the credit information bulletin service was not in the adjustments it made or in the information it furnished, but in the deterrent effect it had upon those who were tempted to cancel, and in the part it played in elevating the moral tone of the industry and those with whom it deals.

"The Tariff Activities are too well known to need more than brief review, but it may be well to point out that this Committee co-operated with the Bureau of the Census for the taking of a census of the Knit Goods Industry and secured separate recognition by the Bureau of the Census by having the questionnaire distributed amongst our manufacturers separated from that of hosiery and underwear. Exhaustive studies were made of trade conditions for the United States Tariff Commission, with whom frequent conferences were had, and then, to make all this activity effective, an exhaustive study of the industry was made for the purpose of presenting the needs of this industry with regard to tariff protection to Congress.

"With the assistance of the Counsel of the Association, the Tariff Committee prepared briefs on the cotton schedule, wool schedule, and the silk schedule, in which were set forth many reasons for the industry's needs of adequate protection.

"At considerable cost to the Association briefs under the wool schedule were reprinted and distributed to members, and it may not be amiss to remind the members that this brief contains facts of great value concerning the Industry, its growth, size, scope, etc. And finally, the Tariff Committee has thus far secured from the Ways and Means Committee the two things asked for in our briefs, namely, separate classification as an industry, and adequate protection.

"As the directors are well aware, a National system of cost calculation has been worked out, and committees of the various associations are now busily at work in preparing the data necessary for this committee's work, and it will not be expecting too much when we say that this work will result in a great measure in eliminating the ignorant competition that fixes prices without regard to manufacturing cost."

President Worms then dwelt hastily upon the subject of National Publicity and the activities of the Publicity Bureau, because, as he stated it, "although the most optimistic of us had not expected results from this activity for some time to come, the most pessimistic are realizing the beneficial results now. Work so effectively started and so enthusiastically undertaken and supported, must not only be continued, but must be extended, so that Knitted Outerwear shall not only be a trade word, but even a household word."

President Worms then went on to briefly outline the activities of the Association with regard to the standardization of colors, showing how, after an exhaustive study of the staple colors, two color cards have been prepared and issued. These color cards have been given wide distribution, not only amongst knitted outerwear manufacturers, but particularly amongst spinners and dyers.

"A matter that has been causing the Association greatest concern," said President Worms, "and one on which the Association has been working for some time, is the matter of standardization of yarn counts, qualities, quantities of oil, moisture, etc., and the National Association had had conferences with the Spinners Association to fix these standards. Work along these lines has been proceeding very slowly because of the many al-

Published by
National Knitted Outerwear Association
321 Broadway, New York City
Binders to hold these "National Bulletins" may be obtained by forwarding $1.50.

Affiliated Organizations
Sweater & Knitted Textile Manufacturers' Association, Eastern District,
321 Broadway, New York City
Knit Goods Manufacturers of Cleveland,
Guardian Building, Cleveland, Ohio
Western Knit Goods Mfrs. Ass'n
561 E. Water St., Milwaukee, Wis
Sweater and Fancy Knit Goods Manufacturers Association, Pennsylvania District,
307 Bailey Bldg., Philadelphia, Pa.

most insurmountable difficulties presented, but it is hoped that with consistent continued effort results will be had which will be of incalculable benefit to Knitted Outerwear Manufacturers."

President Worms outlined the establishment of the National Bulletin, which is published and regularly distributed to members, and which contains items of trade interest, reports of trade activities, and notices of a general or special nature. "It may be worthy of note," President Worms stated, "that during the course of one year articles of over one hundred twenty different subjects and items appeared in the Bulletin.

"In connection with the Bulletin, the Exchange Service of the Association is carried on, whereby members may buy, sell, or exchange yarns, machinery, various equipment, etc.

"Not the least valuable of the Association activities and accomplishments is the information service, whereby members may and do obtain any information concerning their industry and allied industries. Not a day or a week passes where information of a general or special nature is furnished to members, such as source of bathing suit patterns, sizes of sweaters, meaning of pure silk, etc."

In concluding, President Worms expressed his regret at the lack of time which prevented his going further into the many incidental activities of the Association, but made clear to the Directors present that only by continued co-operation and a personal effort both on the part of members as well as Directors could the Association hope to keep pace with the growing needs of the Industry, and urged that the deliberations of the Directors should be had with that thought in mind.

Fordney Tariff Bill With the Senate

Members undoubtedly have noted in the daily trade press that the Fordney Tariff Bill was passed by the House of Representatives without change as far as those schedules affecting the Knitted Outerwear Industry are concerned.

The Bill now goes before the Senate, where it will undoubtedly be subjected to careful scrutiny and many amendments.

The task of convincing the Senate that we ought to receive what the House of Repsesentatives thought we were entitled to and secure such changes as are necessary to make the language of the bill clearer, is still before the Association, and it is not a small one.

The Senate Committee on Finance, which will give consideration to this Bill, will meet this week and, no doubt, the needs and desires of this Industry will be presentd to them by the Tariff Committee, or its representatives.

We again want to repeat, however, that the work of the Tariff Committee and the Association can be made easier if manufacturers, both members and non-members, will take it upon themselves personally to convince their United States Senators from their States that the provisions in the Tariff Bill for the products of this Industry are necessary for its continued existence and welfare.

It is not too early **now** to begin this work.

Cost Calculation Work Sheets

In order to expedite the work of the various Cost Committees of the local Associations which have not completed their cost study, the National Association has had printed work sheets based on the forms used by the Eastern District.

These sheets have been distributed to the committee members of the respective districts. It is hoped that this will enable them to so expedite their work as to permit the National Cost Calculation Committee to make a comparative study of the figures and decide upon figures on a national basis within a few weeks.

There have been many obstacles that have hindered the progress of this work in several of the districts, but it is trusted that with these work sheets at hand reports will be available within a week or two.

Local Secretaries can be of valuable assistance in seeing to it that the committees meet promptly and put these sheets to use.

Minutes of Directors' Meeting

There has been sent to all the Directors of the National Knitted Outerwear Association and the Directors of the Publicity Bureau, including those who attended as well as those who did not attend, a duplicate set of the minutes of the Joint Meeting held in New York City on July 13, 1921.

The Directors are asked to read the minutes carefully and give their signed approval to one set, which should be returned to the Executive Secretary, and keep the other for their own records.

Will the Directors who have as yet not sent in their approved copy, give it their immediate attention?

Placing Orders as Affecting Prices

With each copy of the Bulletin we are enclosing a copy of the leaflet entitled "Placing Orders as Affecting Prices."

The response of manufacturers for copies of this leaflet was encouraging, but only small quantities were ordered.

In order that the message of these leaflets be understood by jobbers and retailers, there should be no let-up on the part of any manufacturer in enclosing them with their daily mail.

These leaflets are available in thousand copy lots at $7.50 per thousand, and we would again urge manufacturers to participate in this timely campaign by distributing these leaflets steadily and continuously.

Sub-Committee of Publicity Bureau Committee Meets

A meeting of the sub-committee of the Publicity Bureau Executive Committee that was appointed to give their consideration to the selection of a new Publicity Director, has been called for Wednesday, July 27, 1921, at New York City.

In view of the responsibility attached to making the proper choice, the Committee is proceeding slowly.

The following members are expected to be present: Messrs. I. Rogosin, Fred Mayer, August Egerer, Sidney Worms.

National Clearing House Committee Meet

A meeting of the National Clearing House Committee has been called at New York City for Tuesday, July 26th, 1921.

Plans and methods of organization, policy, etc., will be discussed, and members will be advised in subsequent issues of the Bulletin of any decisions of the Committee.

The Committee consists of Messrs. B. B. Robbins, Samuel Rottenberg, O. W. Fishel and H. H. Newberger.

EXCHANGES

FOR SALE: Complete Shaker equipment consisting of Stafford & Holt 2½ cut machines in the following sizes 1—12-inch, 1—13-inch, 1—14-inch, 1—15-inch, 1—16-inch, 1—17-inch, 2—18-inch, 1—19-inch, 1—20-inch. These machines are all in excellent condition and will name a low price to close lot. (385)

FOR SALE: Several 5, 6, 7, gauge hand knitting Grosser machines. (380)

FOR SALE: Sweater plant, consisting of 10 circular Stafford and Holt racking machines. Brand new, with all the latest improvements. Manufacturer who offers these for sale has orders on hand for merchandise to be manufactured on these machines up to December 1, 1921. (381)

WANTED: One circular Brinton necktie machine. (382)

FOR SALE: Several 2¼ and 3 needles to the inch Lamb knitting machines. (378)

FOR SALE: Two five gauge full automatic Grosser machines. (379)

WANTED: Raschel Machines. (374)

FOR SALE: Five and eight gauge Bach full automatic power machines. (375)

FOR SALE: Several 2½ gauge Grosser power machines, 2½ gauge needles to the inch (377)

WANTED: One tacker for tacking the ends of seams. (383)

Are You Using

The Symbol

Knitted
OUTERwear

of your
Industry?

TO reach Buyers, the trade journal offers the most effective medium.

The journal of ***your*** *trade*
is

Sweater News
and
Knitted Outerwear

321 Broadway
New York

338.405
NAT

Commerce R R

UNIVERSITY OF ILLINOIS LIBRARY
MAR 7 1922

BULLETIN
OF THE
National Knitted Outerwear Association

No. 32 Aug. 8, 1921

Publicity Funds

As members have already been advised, one of the things that received the consideration of the National Directors at the special meeting of July 13, 1921, was the Publicity Bureau and its activities; and it was planned then to extend and broaden the scope of the work. While funds that have been subscribed were coming in quite regularly as per schedule, the advisability of having a surplus fund was expressed.

The expression was an informal one, made at the luncheon table, and yet, within the space of a few minutes $11,600 was offered as loans to the bureau.

It was then decided to borrow altogether $25,000 for this surplus fund, of which this $11,600 formed the basis.

We are glad to publish the names of those who expressed their faith and confidence and business judgment in the Publicity Bureau's activities:

Franklin Knitting Mills...	$1,000
Friedman-Blau-Farber Co.	1,000
Ess-Arr Knitting Mills....	1,000
Royal-Ascot Knitting Mills	500
Berkley Knitting Co......	500
S. Augstein & Co.	1,000
Atlas Knitting Mills......	250
Rich-Sampliner Ktg. Co..	1,000
Waitzfelder Braid Co.....	750
Keller Knitting Mills.....	250
Royal Knitting Mills.....	500
Marinette Ktg. Mills	1,000
Bradley Knitting Company.	1,000
Grushlaw & Sichel	100
Pennsylvania Ktg. Mills..	500
Crystal Knitting Mills....	1,000

It is true of any Group activity, whether that Group be a military army or a progressive industry, that less progress is made where the leaders direct from the rear than where they lead in front.

We publish the list of those who offered the loans to the bureau, not to satisfy the misgivings of doubters, but to show that in this Industry those in charge of it not only direct but lead, and as always in such cases, the rank and file must follow.

Publicity Agency Engaged

At a meeting where enthusiasm and accomplishment exceeded that displayed at any previous meeting, the Executive Committee of the Publicity Directors retained the services of the Deatel Advertising Service of Baltimore, Md., to conduct the publicity and advertising affairs of the Industry.

With the loose ends that were created by the resignation of the former Publicity Director practically all gathered up, the Deatel Advertising Service will be in a position to proceed anew with their carefully prepared plans for developing the sale and consumption of Knitted Outerwear.

Mr. Nat C. Wildman, the service director of the Deatel Advertising Service, was present at the Publicity meeting and participated in its deliberations.

He pointed out at great length the various ways in which the Deatel Advertising Service would conduct its publicity and advertising activities, and the Directors who were present at the meeting were unanimously of the opinion that even greater results than have heretofore been accomplished could be confidently looked for.

The field secretary will co-operate and work with the Deatel Advertising Service, so that subscribers may be fully informed of what is being done in the way of advertising and publicity, and for the further purpose of being better equipped to sell the non-subscriber.

The Deatel Advertising Service expects to spend a short while in completing the survey of the Industry they have already started and subscribers will very shortly receive some interesting data concerning the Association's continued advertising activities.

Manufacturers who have any ideas to suggest with regard to the publicity and advertising should not hesitate to communicate them to the Secretary or to the Deatel Advertising Service.

Minutes of the July 13th Meeting

There are still some Directors who have not yet sent in the signed copy of the July 13th meeting.

It is important that the Secretary's office have a response from each and every director.

Those who have not yet given their attention to this communication will please do so at once.

Fashion Department

Time has not yet elapsed for this office to be in receipt of the views and comments of members with regard to the establishing of a Fashion Department as outlined in the Bulletin of August 1, 1921.

However, some members who have been seen have expressed themselves in hearty approval of the idea.

There is being sent to each member of the National Association, under separate cover, an outline of a course given by the French Institute of Art on the subject of professional Dress Designing.

We are sending our members this outline because it will help show them that far from being a haphazard hit-or-miss matter, costume designing is one that is based on long and serious study.

We trust that there will be some amongst our members who will be able to attend this course, because we feel sure that they cannot help but take away with them the germ of an idea that will be valuable to themselves in the manufacture of their own product.

The Secretary will be glad to get further information for any members who are interested.

Published by
National Knitted Outerwear Association
321 Broadway, New York City
Binders to hold these "National Bulletins" may be obtained by forwarding $1.50.

Affiliated Organizations
Knitted Outerwear Manufacturers' Association, Cleveland District,
Guardian Bldg., Cleveland, Ohio.
Knitted Outerwear Manufacturers' Association, Eastern District,
321 Broadway, New York City.
Knitted Outerwear Manufacturers' Association, Pennsylvania District,
307 Bailey Bldg., Philadelphia, Pa.
Knitted Outerwear Manufacturers' Association, Western District,
228 Third St., Milwaukee, Wis.

American Valuation Plan

The National office takes this occasion through the Bulletin to thank the members who wired the Senate Finance Committee, Hon. Boies Penrose, chairman, expressing their approval of the American valuation plan contained in their proposed Tariff Bill.

American Manufacturers' Export Association Convention

A convention that promises to offer much in the way of constructive thought, discussion and action will be held under the auspices of the American Manufacturers' Export Association on October 5th and 6th, 1921, in New York City.

Out-of-town members who are interested in foreign trade might do well to note the date and so arrange their Eastern fall visits as to be able to participate in some of the sessions of this conference.

The Secretary will be glad to furnish manufacturers who are interested with details.

TARIFF ACTIVITY

Members have undoubtedly by this time made careful study of the Tariff bill introduced into the House of Representatives last week from the text as it appeared in the Daily and Trade Press.

In this connection we would call members' attention to a statement that appeared in "The Manufacturer," the official organ of the Manufacturers Group of Philadelphia—a statement which we do not wholly agree with, but which contains food for thought.

They say: "If the Tariff Law that finally comes out of the present Congress is a measure sincerely protective of American Industry it will be in spite of the business people of the country rather than because of them."

There will be urgent need for co-operation on Tariff matters from each and every member of the Association before the bill is enacted into law, and we reprint the above statement, not because we believe it is wholly correct, but because it is an impression that we want Knitted Outerwear manufacturers to disprove by their acts when called upon to perform them.

In the meanwhile, members will be kept advised of the activities of our Tariff Committee.

Exchanges

FOR SALE: Complete Shaker equipment, consisting of Stafford and Holt 2½ cut machines in the following sizes 1—12-inch, 1—13-inch, 1—14-inch, 1—15-inch, 1—16-inch, 1—17-inch, 2—18-inch, 1—19-inch, 1—20-inch. These machines are all in excellent condition and will name a low price to close the lot. (385)

WANTED: Seven gauge Grosser power machine, full automatic, single lock. (386)

FOR SALE: 2 Claes and Flaenje 26-inch 5-gauge and 1 Claes & Flaenje 24-inch 5-gauge Power Machines, semi-automatic attachment. (388)

WANTED: One circular Brinton Neck Tie machine. (382)

FOR SALE: Several 2½ gauge Grosser power machines, 2½ needles to the inch. (377)

FOR SALE: Several 2½ and 3 needles to the inch Lamb Knitting machines. (378)

FOR SALE: Two five gauge full automatic Grosser machines. (379)

FOR SALE: Several, 5, 6, 7 gauge hand knitting Grosser machines. (380)

WANTED: Small quantity of mercerized cotton about 2/10; any color, for separating purposes. (384)

FOR SALE: 9-inch Wildman muffler machine. (389)

TO reach Buyers, the trade journal offers the most effective medium.

The journal of ***your*** *trade*
is

Sweater News
and
Knitted Outerwear

321 Broadway
New York

338.405
NAT

Commerce R R

UNIVERSITY OF ILLINOIS LIBRARY
MAR 7 1922

BULLETIN
OF THE
NATIONAL Knitted OUTERwear ASSOCIATION

No. 34 Aug. 15, 1921

SEMI-ANNUAL CONVENTION

TIME —Friday and Saturday, September 16 and 17, 1921.
PLACE —Hotel McAlpin, New York City.
ACTIVITY—National Convention of Directors and Members.

Will members of the National Association please keep the above in mind and act now with regard to making arrangements for attending this Convention?

The business program is as important as any that has ever confronted the National Knitted Outerwear Association at any of its previous conventions and the Eastern District Association promises its guests a thoroughly enjoyable good time as well.

Members will be advised through the National Association and through their local Secretaries from time to time as progress is made in the plans for the Convention.

In the meanwhile every member should make it his business **now** to so arrange his affairs so that nothing will interfere with his attending the National Meeting.

WHY NOT APPLY COMMON SENSE TO BATHING SUITS

With an extraordinary prosperour season just behind them and the outlook for next year's business ever so bright bathing suit manufacturers should be very loath to whine or complain, and yet it might not be inappropriate at this time when manufacturers are sending out their salesmen with their 1922 lines to bring up for consideration a situation that will prove very harmful as well as costly to bathing suit manufac- applied thereto.

The situation that we speak of is that of the thousand and one special local ordinances and regulations with regard to the style of bathing suit that may or may not be worn.

It hardly admits of question that the modesty or immodesty of a bathing suit depends not on how much or how little of the human body it covers but on how well or how poorly it fits.

One of the factors to which can be attributed in great measure the remarkable popularity of the knitted bathing suit in the last year is the exceptional advances made by the bathing suit manufacturer in making the suit right so that it did not sag or did not get out of shape but fitted as it was cut and designed to fit.

However, it is with no desire to enter into a prolonged discussion as to what is or what is not a modest or immodest bathing suit that we make this appeal to common sense. Why one city along the sea shore should say that a certain type of garment is immodest and should not be worn and yet another municipality close by should recognize the modesty of the same garment and advocate its use is something difficult to understand, and extremely embarrassing to manufacturers.

It has not been an infrequent experience with manufacturers this past season, despite the scarcity of bathing suits and the tremendous demand for them to find merchandise coming back and a note accompanying it to the effect that local regulations prohibit the wearing of that style of garment. It will not be long before each salesman will have to be equipped with the regulations of each and every town in which he tries to sell his bathing suits and manufacturers will have to make up hundreds of different styles of suits not so much to please the taste of the purchaser of the garments but to please the insatiable desire for modesty on the part of local councils and legislatures.

It can safely be said that what the public wants is always modest, and a countless number of instances prove that modesty can never be made a matter of legislation. Why then do not our local law-making bodies leave it to the common sense of the public,—which whenever the occasion demanded has always proved that it possessed an abundant supply of it,—to say which is immodest and what is modest and not attempt to legislate the length or breadth or thickness of the garments men or women should wear when in bathing.

The mere suggestion that our municipalities should attempt to regulate the style of street costumes would be ridiculed because there lies in the police power of each community ample provision to take care of those who would wear clothes that would not be proper. Cannot we leave to the good sense of the same police power the right to determine when bathing costumes are proper or improper without attempting to measure them by rule?

It is up to manufacturers through their customers and through themselves to carry the light of common sense to those places where narrowness and bigotry clutter the statute books with legislation of this kind, because if the situation is permitted to continue the manufacture of bathing suits will reduce itself from a national proposition to the smallest local one, and only those who are close to the town will be able to know what styles and sizes of bathing garments may be worn therein.

WASTE IN THE TEXTILE INDUSTRY

Waste in the Textile Industry is the title of a report issued by Mr. William R. Bassett of Miller, Franklin & Bassett Co., and there is so much of value in this report that we cannot refrain from publishing a brief outlined summary of the report.

Failure to gain the largest possible return from that which we have or from that which by the exercise of intelligence we should or could provide must be considered waste.

Waste losses may be thrown into two categories:

(A) Those due to intermittant operation and

(B) Those due to inefficient management. What may appear to be capacity production may not be the actual maximum production owing to poorly planned operations, unbalanced equipment and the like. Planned production does not necessitate the providing of large raw stocks or materials in process before each operation, tying up capital in inventories, insurance, depreciation and causing losses in declining markets.

A general apathy toward knowledge of cost of production and the use of fallacious systems for cost finding have been found in the Industry. The true measure of expense is the time and value of the equipment used in the converting of the materials, no matter what the resultant poundage or yardage may be; whereas material values can only be ascertained by careful calculations of the successive shrinkages and wastes. Mills are already being appraised by those financially interested by cost per unit and not entirely on assets possessed as these may vanish if competitors can produce cheaper.

The waste due to cancellation is mentioned but no constructive suggestions are offered.

Collective selling among noncompetitive lines of articles, salable through or to the same people is recommended for the minimizing of sales cost.

The lack of continuity of employment has caused large waste and is the one point upon which the laborer and the manufacturer have not harmonized. Competitive bidding for labor between manufacturers and laying off men in periods of depression are the factors involved. Inequality of wages between localities and between silk and wool workers whether only apparent or real has increased labor turn-over. Suggestion is made to fix wages periodically on a fair basis, comparatively. It has been found that companies having employee representation with incentive bonuses have gone through depressions best.

The labor unions are not considered as an issue. The forcing of closed shops will become less as trade unions demonstrate to the workers they do perform service. The opposition of manufacturers will lessen as the unions become more constructive, as they have evidenced they can be. If year round production could be obtained, labor trouble would practically cease to exist.

The periodical activity of buying demands are occasioned by the price of finished products not being consonant with the buying power of people, as it is logical to assume that the desires and needs of a community are always increasing. The tendency to speculate in commodities,—the manufacturer buying surplus materials when obtainable at low price, the vendee stocking up "before prices rise," causes a competitive buying, giving rise to prices not warranted by actual ultimate buying demand. As a result, the economic cycles are intensified. Could this be eliminated in a large measure, we would have more continued production and continued employment and the wastes occasioned by idleness be eliminated. These wastes are borne by both the laborer and manufacturer. Collective co-operation or mutual buying agencies of raw materials would absorb the shock of price fluctuations and reduce speculative tendency making eventually greater continuity of operation.

Laxity in the study of raw materials best suited for the mill's product and equipment has added to waste. The application of laboratory control in large mills has given rise to low cost of production of good product and a preference for their article. A central testing laboratory such as is had at Manchester, England, would greatly benefit the industry.

The Secretary's office will be glad to get copies of this report for members who are interested.

TO reach Buyers the trade journal offers the most effective medium.

*The journal of **your** trade*
is

Sweater News
and
Knitted Outerwear

321 Broadway

New York

338.405
NAT

Commerce R R

September 26, 1921

BULLETIN

UNIVERSITY OF ILLINOIS LIBRARY
MAR 7 1922

NATIONAL Knitted OUTERwear ASSOCIATION

MR. WAITZFELDER ELECTED PRESIDENT

One of the important matters before the Convention recently held in New York City, was the election of officers, and although from all sides there were insistent demands that he continue in office, President Worms felt that there ought be a change. Pressure of personal business as well as the feeling that three years of service were more than could be expected of a manufacturer, were two of the reasons that compelled President Worms to decline the continued honor and responsibility.

The Convention unanimously elected Mr. A. S. Waitzfelder of the Waitzfelder Braid Co., of New York to lead its destinies for the coming year.

Mr. Waitzfelder made himself known to the Industry both by his intensive work on the Tariff Committee as well as by his eforts to bring about a system of uniform Cost Calculation in the Industry.

Last December, Mr. Waitzfelder was elected president of the Eastern District Association and it was a fitting tribute to his energy, enterprise and ability as well as to his other qualities of leadership, that he was called to this office.

We shall be glad to print an extract of President Waitzfelder's remarks in the next issue of the Bulletin which members may well consider a message to the industry.

At the same meeting, the three vice-presidents of the Association were re-elected and Mr. Daniel Rheinhauer of the New York Knitting Mills was elected treasurer.

THE AMERICAN VALUATION PLAN

Do American retailers want American factories busy and American workmen employed at fair wages, or do they prefer to have American workers idle or working at competitive wages with Europeans and while American factories are idle, have European and Asiatic factories working overtime with their employees enjoying steady work throughout the year?

This is the pro and con of the American Valuation Plan set forth in one sentence, and its message must be carried home to the men in Congress upon whom rests the responsibiliy of protecting American industry and taking care of American labor.

There is no question but that a strong dangerous lobby is at work to oppose the American Valuation plan and they are endeavoring to secure the cooperation of the retailers by leading them to believe that without the American Valuation Plan, they will be able to go into the market with a free hand, but the retailers must bear in mind that if American workmen are unemployed and American mills are idle, that no matter how cheaply they would have their merchandise to sell, the customers for it would be few and far between.

Let each Knitted Outerwear manufacturer take upon himself the responsibility of writing, wiring and visiting their representatives in both Houses of Congress and stress the importance of preserving the American Valuation Plan in the pending Tariff Legislation.

REPORT OF COMMITTEE ON ESTABLISHING A CLEARING HOUSE

This subject was brought up for the consideration of the National Association in a communication from Mr. B. B. Robbins of the Royal Ascot Knitting Mills several months ago, and was given careful consideration by a subcommittee appointed by the National President at the July 13, 1921 meeting and by the committee of this Convention meeting on September 16, 1921.

As a result of the deliberations of this committee, they heartily recommend that this Association organize a National Clearing House for the sale of surplus stocks, returned merchandise, jobs, etc., of the members of the National Association, provided that it be operated without any possibility of loss, and may become a source of income and membership to the National Association and to that extent relieve the local Associations and their members.

(2.) That a committee of the National Association be appointed by the President, authorized to arrange for the organization of a department with a reputable commission house, with an experienced and reliable sales force to solicit from members and sell for them such surplus stocks, returned merchandise, jobs, etc., as they may desire to have sold at prices approved by them.

That such commission house have facilities by which members may obtain advances. if desired, on shipments of merchandise to the Clearing House for sale.

All merchandise to be billed by the Commission House without disclosing members identity.

That the Committee arrange for a minimum charge to cover selling expenses, guarantee of credit, collection, banking charge, if any, advertising etc., and a small percentage to the National Association.

The Committee feels that if this proposal is properly planned and put into effect that it will

(1) Establish a new medium of distribution of knit goods.

(2) Enlarge local memberships by furnishing tangible membership benefit.

(3) Provide income to the National Association.

CONFLICT OF NAME—HY GRADE KNITTING MILLS

On Thursday September 15th, the hearing before the examiner of the Federal Trade Commission in the matter of the Hygrade Knitting Mills of Newark, against the Hygrade Knitting Company of New York was commenced.

It would not be too much

to say that the eyes of the industry are centered upon this case. Although it might be said that a precedent was established in the case of the Franklin Knitting Mills of Philadelphia which agreed to discontinue the use of the name in favor of the Franklin Knitting Mills of New York, in the midst of the preceedings before the commission, nevertheless, that case was not fought out to a finish, and some feel that the industry has not a full and fair precedent before it.

In the case where the Hygrade Knitting Mills has filed a complaint against the Hygrade Knitting Company it appears that the proceedings will, no doubt, be carried on to its final conclusion before the Commission, and most probably from there to the courts.

It is unnecessary to set forth the inconveniences and embarrassments that result from conflict of name, and yet it might be well to bear in mind that similarity of name itself is insufficient to warrant the Federal Trade Commission taking action, but only where evidence showing that the similarity of name results in confusion that would amount to unfair competition, does the Federal Trade Commission take part.

It ought be too simple a matter for discussion for manufacturers to realize that they will not benefit by using the name similar to that used by another firm, and yet argument is offered in vain to point out to them the fallacy of the position they take when they insist on using a name even though it is simliar to the name of a half dozen other firms.

In order that members who are embarrassed and inconvenienced by having their name used by other firms should understand the procedure of the Federal Trade Commission, we set forth same here as follows:

Persons filing a complaint with the Federal Trade Commission must first supply them with facts, names, places and circumstances which would show that they are inconvenienced or embarrassed by the use of a similar name by another firm. If the Federal Trade Commission feels there is enough proof to warrant it, they issue a complaint against the firm charged with the unfair competition, and set forth the facts in this complaint. After the issue is framed by the answer of the party complained against, a day is set for a hearing before the examiner appointed by the Federal Trade Commission to take testimony. Both sides offer proof of their respective contentions and the examiner after hearing both sides fully, submits a report and recommendation. This report is furnished both as the complainant and the respondent, and then argument is heard before the Federal Trade Commission both in favor of the adoption and in opposition to the report and recommendation of the examiner.

The Federal Trade Commission then issues an order in conformance of the examiner's report and recommendation, or contrary thereto, from which an appeal may be taken to the U. S. Circuit Court of Appeals. Although the procedure is time consuming as well as expensive, it is felt that the Hygrade Knitting Mills' case will serve as a precedent, and make future proceedings unnecessary.

Although the hearings have been held for several days in the

Hygrade Knitting Mills matter, the taking of testimony has not been completed, and the hearing has been adjourned until October 5th. The Bulletin will keep members advised of the progress made in his proceeding.

Wanted:—Tompkins Tables—16-18 or 26 gauge 30" head No. 401.

FOR SALE:—10,000 Wildman 36 gauge X 36, No. 399.

2500 18 gauge L&L Latch, No. 398.

10,000 16 gauge long Dubied Needles, No. 396.

WANTED:—Seven gauge Groser power machine, full automatic single lock. No. 386.

WANTED:—One 8 gauge Dubied Full Automatic Knitting Machine about 30" to 45". No. 395.

FOR SALE:—Complete Shaker equipment consisting of Stafford & Holt 2½ cut machines in the following sizes:

1-12", 1-13", 1-14", 1-15", 1-16", 1-17", 1-18", 1-19", 1-20".

These machines are all in excellent condition and will name a low price to close the lot. No. 385.

One Stretching & Seaming Mamine with motor attachment. Made by Robinson Electric Co., for stretching jersey cloth. No. 394.

Four 9 Gauge C&F Flat Power Semi-Automatic 30 inch wide Single Lock in good condition. No. 387.

TO reach Buyers the trade journal offers the most effective medium.

*The journal of **your** trade*

is

Sweater News
and
Knitted Outerwear

321 Broadway

New York

338.405
NAT

Commerce R R

October 3, 1921

BULLETIN

UNIVERSITY OF ILLINOIS LIBRARY
MAR 7 1922

NATIONAL Knitted OUTERwear ASSOCIATION

PRESIDENT WAITZFELDER REMARKS

Those who were not able to attend the Convention recently held in New York City, undoubtedly are even greater losers than the Industry itself because they, personally, missed the inspiration and the enthusiasm of the Convention which usually reflects in the frame of mind of those who attend Conventions.

We cannot, however, refrain from publishing some of the opening remarks made by President Waitzfelder in calling the meeting to order.

"Business conditions now prevailing are much more favorable than those which prevailed at our last convention. Prices of basic raw materials are either firm or advancing. Factories and mills are running to fuller capacity. Unemployment is diminishing. Financial conditions are much improved.

Our Industry is to be congratulated on having suffered less during the recent slump than most other Industries. The question to consider now is to what extent we shall share in the benefits of the era of prosperity which is fast approaching and which will undoubtedly prevail after the passage of the pending tariff bill now before the Senate.

The answer to the questions as to what extent we will share in those benefits lies very largely in your own hands and will depend to a great extent on the action taken by us during this meeting in the way of constructive measures and the elimination of the abuses which still exist.

It is of the greatest importance that our decisions should be based on the consensus of opinion of our entire membership. It is not only the privilege but it is the right and duty of every member, when these matters are being discussed and views expressed with which they may not be in accord, for them to rise at the proper time and express what views they personally may have and not sit silent in their seats with the mental reservation that if the resolution, when adopted, does not meet with their views or suit their tastes, that they will not comply with it.

Here is the place and then is the time for them to express what views they may have so that those views may be considered by the entire membership before the decision is arrived at; but after a resolution has been constitutionally adopted by a majority vote, it then becomes the duty and is incumbent upon every member and upon every local organization to strictly comply with the provisions of that resolution, whether it happens to suit their particular ideas or not. Such a course and such a course only spells success. The contrary spells failure.

I shall not take up your time at the present moment in referring to the various accomplishments of this organization or the matters which are in process of accomplishment, as to our aspirations of what we hope to accomplish. That will be touched upon later by the able speakers who follow me.

All of us know the benefits and advantages of knitted outerwear so far as appearance, comfort, economy and durability are concerned, but that knowledge avails little unless we are able by the continuance of our efforts in that direction to instill that knowledge in the minds of every man, woman and child in these United States.

In order that this National Association may become an active, progressive force toward the betterment of our Industry, it is of the highest importance that the feelings which have started to grow should not only continue should increase in growth—of good feeling, confidence, trust and hearty cooperation, not only between the members of the various local Associations in their attitude to their local Association, but also between the various local Associations toward this national body.

It is in that way and that way only that this body can be made into an active, virile, constructive, aggressive force for the betterment, development and maximum expansion of the knitted outerwear industry of the United States."

TARIFF ACTIVITY

Ever since the Fordney Bill containing paragraphs giving measure of protection of the Knitted Outerwear Industry was passed by the House of Representatives, some manufacturers have been inclined to let up their activity and interest in the tariff work of the Association, believing for some reason or other that there was nothing left but the shouting.

No attitude of mind could be more harmful to the Industry, and its tariff work. While what has been accomplished thus far has been monumental, it is only a small part of the whole problem. How much more remains to be done is hard to say, but frequent conferences and much effort will be necessary to attain the goal set by the Tariff Committee.

On Wednesday of this week, Mr. Phoenix, chairman of the Tariff Committee, attended a conference in Washington with other representative manufacturers, on the question of American Valuation, and Thursday in New York Mr. Phoenix and other members of the Tariff Committee conferred at length concerning the status of the Tariff Bill.

The Committee felt that effort and more effort and still more effort must be made by all Knitted Outerwear Manufacturers; not the few large manufacturers, but by all manufacturers, to convince Congress that the American Valuation Plan is necessary for the welfare of this country and its industries, and that the rate of protection afforded the bill for this Industry is necessary if it is not to be forced out of business by foreign made merchandise.

If members have already written

their representative in Congress, let them write again. If they have already wired, let them wire again, and they cannot visit their representatives personally too often to plead the needs of this Industry.

The duty and responsibility is theirs to counteract the propaganda of those opposed to American Valuation who have been taking efforts to convince the retailers that interest lies solely in securing merchandise cheaply no matter where made. Manufacturers should point out that of even greater interest is securing merchandise at places where prosperity exists, so that their merchandise may be bought.

"PENNSYLVANIA TRADE RECORDER"

It is with both pride and pleasure that we welcome into the ranks of trade publications, the "Pennsylvania District Recorder."

The Pennsylvania District, as a means of keeping their members advised, has decided to publish its bulletin bi-monthly.

Favorable comment has been heard on all sides concerning the first issue and the best wishes of the National Bulletin are extended to its newest contemporary.

DUMPING MERCHANDISE

It maybe interesting to note that German manufacturers by means of a luxury tax on domestic consumption enabled to export to the United States commodities manufactured by many industries including our own at prices of about 20 per cent. less than are current in German markets.

There is no question but that this react unfavorably to the Knitted Outerwear Industry, until such time as the pending tariff legislation is enacted into law, and we have called upon the Collector of Customs to investigate the situations so that we may be in a position to advise our members more fully.

DYEING DELIVERY DIFFICULTIES.

The attention of the Industry has been called to the fact that manufacturers are experiencing considerable difficulty in securing adequate service from dyers and fromthe remarks of members, it felt that this condition is due to the fact that the dyers are quite busy with hand knitting yarns.

There is no question that this Industry is considerably indebted to the hand knitting yarn Industry for cooperation, suggestions, and ideas but under the present circumstances it was felt that dyers ought give a preference to machine knitting yarns.

An appeal has been made to the dyers through their Association to give this matter their immediate consideration and make arrangements wherever possible to give such preference to machine knitting yarns.

Members will be kept advised.

Members who have any suggestions to make or any suggestions to offer which will aid us in bringing about better service through cooperation with the dyers, should communicate at once with the Secretary.

COST CALCULATION COMMITTEE REPORT

At the March meeting a resolution was passed providing for a method of cost calculation and educational campaign and the interchange of cost calculation data among manufacturers.

Since that meeting it has been necessary, however, to postpone the putting into effect that resolution due to the fact that further discussion might be had to make perfectly clear the extent and scope of this activity.

After an extended and thorough discussion at the meeting of the Committee, held on September 16th, 1921 it was resolved that:

That the Cost Calculation Committee unanimously reports that after full deliberations and discussion, they agreed upon putting into operation the resolution adopted at the last regular meeting of the National Association, and urge upon each of the local associations to furnish to the Cost Calculation Committee by October 15th, 1921 the data called for by that resolution on the cost basis of the various yarn and various labor operations, under headings supplied by the Secretary.

Any further information desired by them, they should apply to the Secretary for.

FOR SALE

Three Leighton Machines—8", 9" and 10" 12 cut 24 gauge. No. 403.

Two Bottle Winders, new, 18 ends each, made by the Asweld & Lever Machinery Co.—No. 402.

10,000 Wildman 36 gauge Needle—No. 399.

2500 18 gauge SB&L Latch, Dubied—No. 398.

2500 18 gauge SB&L Butts, No. 397.

10,000 16 gauge long Dubied Needles—No. 396.

WANTED—Bottle Bobbins 6" base 17" High—No. 405.

Seven gauge Grosser power machiner, full automatic single lock. No. 386.

One 8 gauge Dubied Full Automatic Knitting Machine about 30" to 45"—No. 395.

Tompkins Tables—16-18 or 26 gauge 30" head No. 401.

TO reach Buyers the trade journal offers the most effective medium.

*The journal of **your** trade*

is

Sweater News
and
Knitted Outerwear

321 Broadway

New York

338.405
NAT

Commerce R.R.

UNIVERSITY OF ILLINOIS LIBRARY
MAY 19 1922

October 17-24, 1921

BULLETIN

NATIONAL Knitted OUTERwear ASSOCIATION

MEMBERSHIP MEETING

President Waitzfelder of the Eastern District Association has called a special meeting of the members of his Association for Tuesday evening, October 25th, 1921, at 7 P. M. at Room B, Hotel McAlpin, 34th Street. and Broadway, New York City.

Members of the Association have already been advised of this meeting, and in view of the fact that they are especially important matters before the meeting, for the attention of members, a full attendance is expected.

PUBLICITY SLOGAN

The Secretary's office is in daily receipt of communications from manufacturers and notes the failure on the part of some manufacturers to use the slogan "Knitted OUTERwear deserves the preference" in the form as adopted by the industry is undoubtedly apparent. There is no question that the slogan adopted for the industry is appropriate and desirable and that all manufacturers are agreed that to make it as effective as possible it must be used everywhere. And yet the fact that some manufacturers turn over to subordinates the responsibility for printing stationery, billheads, labels, boxes, hangers, etc., undoubtedly accounts in a considerable measure for the absence of the industry's symbol and slogan.

These subordinates most probably have planned to include the symbol and slogan when they place their next printing order, but in the meanwhile much valuable time for propaganda is wasted and lost.

No matter how much stationery has already been printed up, it is am simple matter to have this sationery reprinted with the symbol and slogan set up in artistic fashion, and if the letterheads, billheads, etc. are so prepared as to exclude the slogan, it might be properly used in the large size cut in the center of the stationery, etc. in a delicate tint. No communication of any kind should leave the mill but that it should carry with it the message that **Knitted Outerwear Deserves The Preference,** and if this is done it cannot be denied that the knitted outerwear will receive the prference it deserves. Let manufacturers consider at once that it is not necessary to wait until new stationery is ordered to spread the message, but they can know at once and without great expense, tell the world that knitted outerwear deserves the preference.

The Publicity Bureau will be glad to make suggestions and cooperate with our members in this respect.

TEXTILE SCHOOL

Eastern District

Within a week after their appointment by President Waitzfelder, the Textile School Committee of the Eastern District Association held their first meeting. In order that they might acquaint themselves with the situation at first hand, Chairman Marcus Rottenberg called a meeting of the Committee at the Textile School Building on Thursday Evening, October 13th, 1921.

The Committee went at length into the discussion of the various phases of the School's work including the courses of study, the equipment, the teaching personel, increase of registration, and what is of particular importance, making known the school and its work to the manufacturers and their employees as prospective pupils.

The School now has an equipment of circular and flat hand and power machines,—Foster coners, Hoffman pressers, Merrow machines, etc. The Association has provided the electric motor by which the machinery may be run, but there is ample space for additional machines—both circulars and flats.

The course of study was found to be too important an item to be finally decided on at one meeting and each member felt that he ought to have some time to think about the course of study until the next meeting of the Committee. Members of the Eastern District Association, are urged to give the matter of courses of study at the Textile School their serious thought, and communicate their views either to the Chairman of the Committee or the Secretary. Not so long ago several members expressed themselves as favoring the intense development of the classes in operating and sewing to fill the demand that very frequently exists for that type of worker. Those manufacturers who when operators are scarce show their customers receipts for extensive newspaper advertising, instead of furnishing them with merchandise, might find such classes useful in supplying their needs. Other manufacturers have expressed the opinion that the School should devote some time to the development not only of more proficient knitters, but to the training of expert mechanics on various machines.

Help the school and you will enable it to help you and the Industry.

THE INVISIBLE TRINITY

President Waitzfelder in an interview in the trade press in which he outlined the plans for the coming administration pointed out three important activities that were so inter-related that the failure of one meant the failure of all as follows:

1. Publicity or the efforts of the Industry through its Association to increase the consumption and demand for knitted outerwear.

2. Tariff or the efforts of the Industry through its Association to fill that demand with merchandise made by American labor at American wages, and

3. Uniform Cost Calculation or the effort of the Industry through its Association to educate the manufacturer to the use of a method of computing cost so that he should not through his ig-

norance sell his merchandise below cost of production.

How closely these three activities are inter-related may be noted from the fact that it would be useless to create a demand for merchandise if we did not employ and pay American labor so that it might buy and use it and it would be useless to do either if mills would be running at a loss.

Members might personally ask themselves three questions if they desire to check up their interest and activity.

1. Am I supporting and subscripting to the Publicity Campaign?

2. Am I assisting my Tariff Committee in its efforts to secure adequate protection for this Industry by urging the retention of the American Valuation Plan in the Tariff Bill, and for such protection as well as prevent the influx of foreign made merchandise at the expense of closed and idle American mills?

3. Am I figuring my costs on a correct system and am I preparing to use the uniform system prepared by the Association in establishing costs?

If any one of these three questions are answered in the negative the fact that the other two are answered in the affirmative are of little value. Answer all three affirmatively and if you haven't so as yet do do now.

KNIT FABRIC

A patent application has been filed with the Commission of Patents in Washington by Wm. E. Smith, of Milltown, N. J., for a seamless tubular knit fabric and process of knitting the same.

COST CALCULATION

Although Mr. C. B. Walker, the late Secretary of the Western District Association was actively and intensely interested in the Cost Calculation work of the National Association, it is not expected that his passing away will delay the work to any extent.

Considerable of the work had already been done prior the September conventoin and under the leadership of President Shogren of the Western District who is taking personal charge of the office until a new secretary is appointed. The plans and tabulation of the Western District will soon be completed and the figures forwarded to the National Cost Calculation Committee for their consideration.

It will be recalled that the resolution adopted at the recent convention provided that the figures be furnished by the respective local associations by October 15, 1921 and the Executive Secretary has written to the executives of the various local associations asking them to submit their figures by the appointed time. As soon as all the figures are at hand a meeting of the National Cost Calculation Committee will be held.

BOOK ON KNITTING

Mr. H. D. Buck, Senior instructor in knitting at the Textile School organized by the Eastern District Association, has prepared and published a book on knitting.

This is the first of a series of books Mr. Buck intends to prepare on the entire subject of knitting.

The preparation of this work is the direct outcome of Mr. Buck's connection with the Textile School and the necessity for preparing a text book suitable for that purpose.

Such books on knitting as have been previously furnished are too complex and advanced a nature for use in a school intended to develop practical knitters.

If any of our members desire copies of this book we shall be glad to secure copies for them upon receipt of the subscripition price of $3.00.

EUROPEAN PROBLEMS AFFECTING AMERICAN BUSINESS

The Chamber of Commerce of United States has put into printed form a report of its committee on European problems affecting American business, which has been reproduced in a special leaflet by the Chamber of Commerce.

Copies of this will be distributed either with this or the next Bulletin.

EXPORT

A firm in India has asked us to get them in touch with manufacturers of sweaters.

Those of our members interested will secure full particulars by writing to the Secretary.

FOR SALE

Payne Winder 40 Spindles 300 to 400 Bobbins No. 410.

Three Universal coners, one Eastwood forty-two (42) end skein winder for silk winding; practically new. (No. 416).

WANTED

Manufacturer of women's and children's knitted slippers. No. 411.

EMPLOYMENT

Experienced cutter desires position in Eastern District. No. 412.

Experienced foreman desires position in Knitted Mills, Eastern District. No. 413.

Wanted a Foreman acquainted with all kinds of Knitting machines, especially Links and Links. No. 415.

Wanted a forelady having knowledge of designing sweaters. Must be acquainted with all sewing machines and hand knitting finishing.

TO reach Buyers the trade journal offers the most effective medium

*The journal of **your** trade*

is

Sweater News
and
Knitted Outerwear
321 Broadway
New York

338.405
NAT

Commerce R R

October 31, 1921

BULLETIN

UNIVERSITY OF ILLINOIS LIBRARY
MAR 7 1922

NATIONAL Knitted OUTERwear ASSOCIATION

BOSTON, MASS., OCTOBER 18, 1921.

BERNARD STEUER,
SEC'Y, NATIONAL KNITTED OUTERWEAR ASSOCIATION:

TEXTILE WEEK AT BOSTON OCTOBER 31ST TO NOVEMBER 5TH WHEN THE BIG INTERNATIONAL TEXTILE EXPOSITION WILL BE HELD. OVER FIVE HUNDRED EXHIBITORS OF TEXTILE MACHINERY MILL SUPPLIES AND FINISHED PRODUCTS. WE EXTEND A CORDIAL INVITATION TO ALL YOUR MEMBERS TO ATTEND.

CHESTER I. CAMPBELL,
MANAGER.

DANIEL RHEINAUER ELECTED PRESIDENT

At the meeting of the Eastern District Association recently held President Waitzfelder announced that he had tendered his resignation as President of the Eastern District Association to the directors and it had been accepted, to take effect upon the selection of a successor.

Mr. Waitzfelder explained that he desired to devote all his efforts to the work of the National Association, to which he had recently been elected President, and felt that it would be better for both the Eastern District Association and the National if they had separate executives.

Mr. Daniel Rheinauer of the New York Knitting Mills is well known to most Knitted Outerwear manufacturers. He is one of the founders of the Eastern District organization, has been a member of their Board of Directors almost from the beginning; he has been a national director since the inception of the National Association and was, at the recent convention, elected its treasurer.

In accepting the Chair from Mr. Waitzfelder, Mr. Rheinauer stated that the keynote of his administration would be "work," and he would see to it that members would busy themselves with the activities of the Association.

The National Association extends its congratulations and good wishes both to the Eastern District and its newly elected President.

PUBLICITY

The preliminary work of getting the 1922 campaign of the Publicity Bureau under way has already begun and it has received considerable impetus at the meeting of the Eastern District Association the other evening.

Mr. Worms reviewed the past campaign for the benefit of the Eastern District members and outlined what had been learned from its mistakes, so that the 1922 campaign could be run with even better and bigger results than its predecessor.

At the conclusion of his remarks members were asked to state whether they would renew their subscriptions, and renewals of some of the largest subscribers have already been received.

The rest of the country has always looked and still looks to New York to do its share in this Publicity work, and from the response shown at the meeting of the 25th, New York will more than "go over the top."

1922 PUBLICITY FUND

At the meeting of the Executive Committee of the Publicity Bureau held recently, the subject of the 1922 campaign was given thorough consideration.

While it was felt that every effort should be made to put into operation the plans of the Advertising Agency that called for an expenditure of about One Hundred and Twenty-five Thousand Dollars, it was felt that the goal be set at One Hundred Thousand Dollars, with the expectation that subscriptions would far exceed this goal and give the Advertising Publicity Bureau the necessary sum to put its plans into operation.

It was also decided that a minimum subscription of $50,000 be secured before any obligations of any kind were entered into, and this minimum was apportioned among the districts as follows:

Eastern District	$25,000
Cleveland	10,000
Pennsylvania	7,500
Western	7,500

With mills working day and night, as they have been and still are, it ought to be an easy task for the organization in these respective districts to convince their membership that this sum is a mere bagatelle, and ought to be more than doubly oversubscribed.

HAMMER AWAY

In the last issue of the Bulletin we called attention of manufacturers to importance of displaying as extensively as possible the symbol and slogan of the Industry, and urged them to see to it that it was immediately printed on all stationery, labels, billheads, printed matter, literature, etc.

One of our Eastern District manufacturers not only took this little article to heart, but went one step further, and today you may see in the streets of New York a motor truck with the symbol "Knitted OUTERwear" as set forth prominently, displayed on the sides.

From the encouraging comment made by manufacturers who have seen this, it is not too much to expect that other manufacturers will follow the lead of Meyer Dorfman and will display this symbol and slogan on their motor trucks.

We do not know how valuable is the good will of such names as Uneeda Biscuits or such trademarks as Victrola trade-mark, but the good will of the Knitted OUTERwear symbol and slogan can be made infinitely more valuable with just a little conscientious effort on the part of manufacturers.

Progressive manufacturers who are giving a little thought to the subject of displaying the Knitted OUTERwear symbol should communicate their ideas to the Secretary, so that they might be passed on to the membership at large.

CHANGE OF DUES

At a regular meeting of the members of the Eastern District Association held at the Hotel McAlpin on Tuesday evening, October 25, 1921, action was taken resulting in change of the dues of the Association.

For some time now members have expressed themselves to the effect that the size of the annual dues has resulted in keeping out many desirable manufacturers who felt that the dues were too high, and it was, therefore, decided by the directors to give the matter study.

The Committee appointed for the purpose felt that instead of having one kind of membership at one flat rate of dues there ought to be several classes of membership and that the dues ought to be based on a sliding scale.

After considerable study the Committee made the following recommendations to the Association, which were adopted and incorporated as amendments to the by-laws:

There should be three classes of membership: First, active; second, active non-resident; and third, associate.

By active members were meant all manufacturers within the Metropolitan district of New York City. Active non-resident members are manufacturers within the Eastern District, but not within the Metropolitan District of New York City. Associate members are firms in lines allied to the manufacture of knitted outerwear, such as yarn dealers, supplies, etc.

The dues for associate members were fixed at $100 per year. Dues for active non-resident members were fixed at $50 per year.

The dues for active members were based on the annual volume of sales, as follows:

Manufacturer selling less than $100,000 a year, $60; manufacturer selling between $100,000 and $500,000, $120; manufacturer selling above $500,000, $200.

These dues are to go into effect December 1, 1921, and members who have paid for the entire year are to receive proportionate credit for the second half.

It is hoped that this revision of dues downward, together with the fact that it is based on volume of business, will induce many desirable manufacturers who have heretofore refrained from obligating themselves to the sum of $300 annually to take up membership.

DEPRECIATION

The Chamber of Commerce has prepared an article entitled "Depreciation — Its Treatment in Production," which will be enclosed with the next issue of the Bulletin.

The Chamber of Commerce feels that this pamphlet will raise many questions in the minds of members, and will be glad to have members express their views concerning cost accounting as explained in this pamphlet, not only for the benefit of the Association, but to be passed on to the Chamber of Commerce for their benefit as well.

MOTHPROOF WOOL

Under the name of "Eulan" a new product of the German chemical industry has been placed on the European market. Consul Wallace J. Young, of Bradford, England, reports that the base of the new product appears to be a certain yellow dye known as Martius Yellow, the use of which, it is claimed, will render wool mothproof.

PUBLICITY

There is being sent to subscribers from time to time copies of publicity matter, with illustrations, which are being sent to the various trade and consumer papers for publicity purposes.

We trust that members and subscribers are keeping careful record of these articles, because only after they have accumulated them can they begin to realize the enormous amount of work being done by the Publicity Bureau to increase the sale and consumption of Knitted Outerwear.

We have before us one of these articles, entitled "Knitted Sleeping Suits Growing in Popularity," which has been sent to sporting goods, dry goods and leading publications, which has no doubt appeared in many of them.

This, undoubtedly, has been received by all subscribers to the Publicity Campaign. We would also call the attention of subscribers to the October 22, 1921, issue of the Garment Weekly, in which four pages are devoted to the illustration of various garments of Knitted OUTERwear.

We invite the suggestions and criticisms of members to these articles, because we know that the Publicity Bureau can thrive only with the active co-operation of members.

TERMS AND DATING

The problems of terms and dating has always been one that has caused manufacturers concern, because it makes of the manufacturer not only a man who converts raw material into a finished product, but requires him very frequently to be a financier as well.

One of our manufacturers has written us as follows:

"We find there is quite a difference in regard to the delivery date on the part of the jobbers in shipping orders for spring and fall delivery. It would seem to us that on fall and spring delivery there should be a time set as being the limit in which bills would be dated. Terms may be given from this date on the basis of 2/10/60 extra, which seem to be the universal terms used by the manufacturers selling to the jobbing trade. Would you kindly give us a report as to what you think should be the time set for delivery?"

Published by

National Knitted Outerwear Association

321 Broadway, New York City

Binders to hold these "National Bulletins" may be obtained by forwarding $1.50

Affiliated Organizations

Knitted Outerwear Manufacturers Association, Cleveland District.
1019 Guardian Building, Cleveland, Ohio.

Knitted Outerwear Manufacturers Association, Eastern District.
321 Broadway, New York, N. Y.

Knitted Outerwear Manufacturers Association, Pennsylvania District.
307 Bailey Building, Philadelphia, Pa.

Knitted Outerwear Manufacturers Association, Western District.
228 Third Street, Milwaukee, Wis.

We quote his letter in full, because he states the problem squarely.

It can readily be seen that what concerns this manufacturer is not the amount of discount or the length of time credit is extended, but rather the day from which it is extended. Has the jobber the moral right to ask the manufacturer to hold the merchandise almost to the very moment that he needs it, and then give him 60 or 70 days beyond that? Or ought not the jobber take in the merchandise at a reasonable point beyond the date of its manufacture and fulfill that one of his several functions, namely, the function to finance the distribution of merchandise, and the function of carrying stock?

From the replies received, and we shall quote extracts from them later, there seems quite a diversity of opinion on the part of the manufacturers who sell the jobbing trade.

To state the case as strongly as it can be stated on behalf of the manufacturer who would fix a limit from which all invoices should be dated, we quote the following:

"Where orders are taken as early as September 1st, for bathing suits, it seems to us jobbers should be willing to accept goods either January 1st, or February 1st, 2/10/60 extra, and on the sweater lines either June or July with the same terms. Even with this dating, it means that manufacturers have to finance the purchase of yarn as well as labor in manufacturing for the jobbing trade, and it ties up considerable money. We find that a great many jobbers ask for later deliver than the above. If all manufacturers would agree to a set date, we think there would be no difficulty in putting it in force."

Some manufacturers agree that the view point expressed in the above letter that a date should be fixed as of February 1st, for Spring goods and on Fall goods June 1st dating.

Others, however, feel that a date cannot be fixed, but the date should run from the date of shipment as called for by the jobber in his order.

Several manufacturers have expressed themselves to the effect that dating should begin from the date of shipment even though theoretically it would be more proper and fitting to fix a date, especially in view of general business conditions today.

We quote from replies received as follows:

"We coincide with the suggestions offered in your letter, that Spring goods delivered prior to February 1st, should be dated no later than February 1st, 2/10/60 and on the sweater line, June 1st dating."

"Regarding the regular fall line, would say that it is our idea that delivery should not be taken beyond June and dated accordingly. This house has always made it a point to date invoices from the time of shipment."

"We have read the contents of your letter and are of the same opinion as the member whom you quote. It seems absolutely ridiculous that manufacturers have to sell on such extreme datings. This fact is due, however, to the fact that we are all afraid that the other fellow will get the order. The jobber simply tells your salesman that if he will not get the dating, he can place the order elsewhere and the competition is so keen that there is no doubt that he could do so in any number of mills. It is an evil which should be remedied, but the only way it can be done is by all the mills agreeing to act alike in this manner.

"We think the dates of January 1st and February 1st to be very fair on bathing suits for orders taken in August, September, October and November. In other words, the manufacturer should not be called on to finance the transaction for a longer period than the jobber. Surely by giving such liberal terms, the jobber could easily dispose of the goods before the bill came due. In any event, he would not have to finance the transaction nearly as long as the manufacturer would have too."

"We have in the past and are now adhering to a date of 2/10/60 extra, depending upon the time when we are requested to make shipment. If shipment is made prior to July 1st, our dating will be 2/10/60 extra, July 1st, and if later than that date we date our invoices simply 2/10/60 extra without advancing the date—this, in our opinion, seems the most logical dating although we have in number of cases been asked for better dating which we have refused to give."

"Replying to your inquiry of October 6th, we have accepted orders this year as late as August 1st. The buying was done so late for 1921, that we believe the delivery dates were set later than might ordinarily be the case. It is our opinion that June or July delivery is fair to both manufacturer and jobber, and we stick to this whenever it is possible to do so."

"We have read with interest your circular of October 6th, with reference to dating of bathing suit orders, and would state that we would be heartily in favor of an agreement to quote January 1st 2/10/60. It would seem to us that this is quite sufficient."

"We sell our goods 2/10/60 extra for Spring and Fall from the date on which the customer orders his merchandise. We believe that this is the only sensible thing to do. We have no faith in manufacturers living up to any agreement that they would give terms on a certain agreed basis because past experience has shown us that several suit themselves with special accounts."

"We have sold sweaters for some time on terms of 2/10/60 extra, but the jobber generally stipulates the month in which he wants them shipped. We do not think that general business conditions today warrant the mills taking a definite stand in this matter, and we make this statement fully,appreciating the fact that the mill is to finance the yarns, as well as labor and manufacturing."

"We are selling only wollen gloves, bundle socks and woolen mittens for the jobbing trade. In the event that a customer desires this merchandise shipped in March or April, he is not given June or July dating. This also holds true on the road samples furnished to our jobbing customers.

"In every instance we have held strictly to our terms as outlined above."

"We are in receipt of your favor of October 6, with regard to manufacturers selling jobbers regarding terms. We do not feel that at anytime terms better than 2/10/60 should be given any of the trade. These terms are ample and liberal and are better than the manufacturers get from the spinner. It is high time that the load should be equalized and the jobbers carry their share. The only trouble in past years that we have found has been that regardless of what terms were agreed upon at the Association meetings, that when they came to selling the goods, the manufacturers set the terms to suit the case."

"We are going to try to sell our product this season on terms: 2/10 July 1st, and 2/10/60 on all later shipments. We certainly would like to see these same terms adopted by all other sweater manufacturers."

The following manufacturers supplied the data from which the above report has been prepared:

Arr- Tee Knitting Mills
Bamberger-Reinthal Co.
Exmoor Knitting Mills
Merrill Knitting Co.
Monarch Knitting Co.
National Knitting Co.
New York Knitting Mills
Edward Noon & Son
Novelty Knitting Mills
Oneida Knitting Co.
Puritan Knitting Mills

October 31st, 1921

Progressive manufacturer wants manager foreman for new mill, one who knows worsted sweater manufacturing thoroughly. Splendid salary and opportunity for man with creative ability and initiative. Mill located in Philadelphia.—No. 468.

For Sale

N & T Knitting Machine Ribbers —11, 12 and 14"—for sale cheap. —No. 419.

Five Brinton Muffler Machines full automatic 8" wide—reasonable No. 418.

One silk skein winder. 48 spindles 3" travis. No. 417.

TO reach Buyers the trade journal offers the most effective medium.

The journal of **your** *trade*
is

Sweater News
and
Knitted Outerwear
321 BROADWAY
NEW YORK

338.405
NAT
Commerce R R

November 7-14

UNIVERSITY OF ILLINOIS LIBRARY
MAR 7 1922

BULLETIN

NATIONAL Knitted OUTERwear ASSOCIATION

YOU'D CALL A MAN A "PIKER"
IF HE LUNCHED WITH THE SAME CROWD EVERY DAY AND NEVER PAID HIS SHARE!!
WHAT ABOUT THE MANUFACTURER WHO RECEIVES A PORTION OF THE BENEFITS RESULTING FROM AN ASSOCIATION'S PUBLICITY CAMPAIGN WITHOUT CONTRIBUTING HIS BIT TOWARDS ITS SUPPORT.

ORGANIZATION CHART

In this issue of the Bulletin, we are publishing a chart showing the work of the National Association, its structure and its Committees.

We would call the attention of the National Directors to their committee appointments, not that they have not been already notified of them, but in order that this chart before them, may be a permanent reminder of the activities to which they have been assigned as National Directors.

We would call the attention of members, too, to this chart with the suggestion that they carefully note who the representatives of their Districts on the various Committees are.

It may be well at this time to mention that in view of the fact that National Committeemen are so far apart that considerable of the work of National activities, apart from that done at Conventions, must be carried on by correspondence.

Each Committee member is supplied with a data book in which sheets are kept with a record of the work of that Committee.

Plans, minutes of meetings, opinion of Committee members, etc., are all included in data books and members could more readily become acquainted with what is being done Nationally, apart from what is rcorded here in the National Bulletin, by inquiring of their National Committeemen and referring regularly to the contents of their data books.

TEXT ON KNITTING

"Flat Machine Knitting and Fabrics" is the title of a book recently off the press by H. D. Buck, published by Bragdon, Lord & Nagle Co. of New York Ctiy.

Mr. Buck has been instructor in knitting and in charge of the Knitting Department of the evening classes in the New York City Textile School since its organization.

The book is partially the result of the fact that when Mr. Buck undertook the work at the Textile School, he found no suitable text available for use by the students.

The book has already been favorably commented on and will no doubt serve a useful purpose in the Industry and fill a real need.

Through the courtesy of Mr. Buck and the publishers, copies of this book have been sent to the offices of the four Local Associations and the National Association.

PUBLICITY 1922

With its usual enthusiasm and sincere spirit of cooperation, the Cleveland District is the first "to go over the top" with its minimum subscription for the 1922 Publicity Campaign. Of course, the ten thousand dollar minimum assigned to Cleveland, will no doubt be heavily over subscribed, but it is worthy of note that Cleveland, as usual, has set the example in obtaining its minimum so soon.

There is no question, however, that the other Districts will soon be able to report to the National office that their minimum quotas have also been subscribed.

To members who have been subscribers, no extensive appeal need be made because they have seen and realized the benefits of the 1921 campaign too well not to understand that the Publicity Campaign is one of the least expensive yet most profitable investment that they could possibly make.

To non-subscriber members of whom there are a few, the condition of the Knitted Outerwear Industry today, more prosperous than ever before despite generally pessimistic conditions, is the unanswerable argument why they should do their share towards this cooperative undertaking.

The secretary's office of each District has been supplied with subscription blanks for the convenience of members in their respective Districts.

PROGRESS IN COST CALCULATION WORK

Despite the importance of the subject, cost calculation is not receiving the interest and attention that it deserves.

Attached to the subject of cost calculation is not the glamour and glare such as belongs to Publicity; it has not the political interest or tradition of the Tariff activity, and yet it is just as important as either of these two activities—in fact, so important that without it the other two activities would be useless. We quote from a letter recently received from the Chamber of Commerce of the United States on this subject—

"Some few months ago you made a very modest start along the lines of uniform cost accounting by publishing an estimate sheet. This, we understand, is just a beginning in your work of establishing uniform cost accounting in your important industry

May we at this time repeat our sincere desire to be of help to your group, and to ask you not to let an opportunity go by to utilize our service.

The correspondence had by the head of this department with the acting chairman of the Federal Trade Commission has developed a tremendous renewed interest in cost accounting. Since September 1st the following lines have requested information or assistance:

Cotton mill, Steel fabricating, Wire rope, Sewing machines, Tacks, Paper trade, Coffee roasters, Toys, Wholesale stationers, Woolens, Fish, Gloves, Buttons, Sanitary pottery, Wholesale groceries, Knitted underwear, Furniture, Automatic sprinklers.

Very truly yours
FABRICATED PRODUCTION
DEPARTMENT.

The cost figures from the various districts have not come in as scheduled, although latest reports are to the effect that they will be in almost any day now, and upon their receipt they will immediately come to the attention of the National Cost Calculation Committee.

It might not be amiss to point out to members that the work of gathering these figures and making these studies is not the work of the committee of their district alone, but their own individual work. It is their duty and responsibility, no less than it is that of the committee in charge, to see that the proper study is made, and the figures forwarded.

If members will individually take it upon themselves to check up the work of their committees, find out their difficulties, and assist them whenever and wherever possible, the work of the cost calculation committee and other committees too, will be greatly expedited.

CREDIT INFORMATION EXCHANGE

At a recent meeting of the Eastern District Association, the matter of furnishing to members accurate and reliable as well as prompt credit information was suggested by one of the members. The thought, of course, is not a new one, but the subject has never received serious consideration either by the Eastern District or the other Districts because of the many difficulties the subject entails.

However, the need of such a service was never more patent than they are today.

Merchants more and more lack the definite accurate information upon which to base their judgment in extending credit.

Th Eeastrn District has taken a step forward in appointing a committee to consider the problem and ways and means of establishing such a credit information exchange.

It is needless to say that in order to be wholly workable, the service will have to be National in scope but it is hoped that the experimental work of the Eastern District Association, if it is undertaken, will lay a substantial foundation upon which the National may build.

The possibilities of this work are great indeed.

The yarn spinner or the jobber who is anxious to do some sort of protective work of this nature for himself, finds that his work is greatly handicapped if the knitter has not a similar organization to cooperate with him.

All the information in the world, concerning the knitter, his financial standing, his character, etc., would be useless if the yarn spinner or jobber had no way of knowing to WHOM the knitter sells.

The Committee appointed to study this matter consists of Messrs. M. Dorfman, D. J. Rosenheim and C. F. Spengamin, and

NATIONAL KNITTE

321 BROADWA

Affiliated

Knitted Outerwear Manufacturers
Building, Cleveland, Ohio.

Knitted Outerwear Manufacturers As

Knitted Outerwear Manufacturers
Building, Philadelphia, Pa.

Knitted Outerwear Manufacturers A
Milwaukee, Wis.

Binders to hold these "National Bull

Office: 321 Broadway, New York City

NATIONAL KNITTED

OFFICERS

President
A. S. Waitzfelder

Treasurer
D. Rheinauer

Secretariat
Harold R. Lhowe,
Executive & Counsel
Bernard Steuer, *Sec'y*
Morris E. Unger, *Asst. Sec'y*

Knitted Outerw
Mfrs. Asso.
Eastern Distr

A. S. Waitzfeld
President
M. Rottenberg
August Egerer
Sidney Worms
D. J. Rosenhein

I. Rogosin
D. Rheinauer

COMMITTEES

1.	Tariff & Legislation	S. Worms
2.	Cost Calculation	D. J. Rose
3.	Publicity	I. Rogosin
4.	Clearing House	D. Rheinaue
5.	Local Associations	D. J. Rosenhein
6.	Color Standardization	M. Rottenberg
7.	Sales	A. Egerer
8.	Trade Abuses	A. Egerer
9.	Census (Mach. & Sup.)	D. Rheinauer
10.	Cooperation with Spinners	M. Rottenberg,
11.	Fashion (Export)	I. Rogosin

by

WEAR ASSOCIATION
EW YORK CITY

anizations

tion, Cleveland District. 1019 Guardian

on, Eastern District. 321 Broadway, N. Y.

ation, Pennsylvania District. 307 Bailey

tion, Western District, 228 Third Street,

may be obtained by forwarding $1.50.

1921-2

RWEAR ASSOCIATION

MEMBERSHIP

Knitted Outerwear Mfrs. Asso. Penn District	Knitted Outerwear Mfrs. Asso. Western District	Knitted Outerwear Mfrs. Asso. Cleveland District

DIRECTORS

Fred Mayer, *3rd Vice President*	John J. Phoenix, *1st Vice President*	O. W. Fishel, *2nd Vice President*
Harry Bachrach	L. G. Pinkerton	S. S. Sampliner
Geo. Grushlaw	I. G. Strauss	Sol. Reinthal
A. Bergman	H. Newberger	W. A. Keller
B. Robbins	S. C. Mendelson	A. J. Farber

ALTERNATE DIRECTORS

J. C. Wollman	D. F. Shogren	E. E. Schwartz
L. S. Casten	J. J. Farelly	D. A. Marcus

Mayer	J. J. Phoenix, Ch.	A. J. Farber
. Casten	J. J. Phoenix	E. E. Schwartz
. Wollman	S. C. Mendelson	S. S. Sampliner, Ch
Robbins, Ch.	H. Newberger	O. W. Fishel
F. Mayer, Ch.	D. F. Shogren	E. E. Schwartz
Geo. Grushlaw	I.G. Strauss	W. A. Keller, Ch.
H. Bachrach	L. J. Pinkerton	A. J. Farber, Ch.
A. Bergman	J. J. Farrelly	Sol. Reinthal, Ch.
A. Bergman	I. G. Strauss, Ch.	Sol Reinthal
H. Bachrach	D. F. Shogren	D. A. Marcus
B. Robbins	S. C. Mendelson, Ch.	D. W. Fishel

they have undertaken the study of this work wih he full realization of its intricacies.

Much should not be expected for some time because work of this kind must move slowly.

Members will be kept advised concerning its progress.

EASTERN DISTRICT MEMBERSHIP DRIVE.

The Eastern District Association is actively engaged in enlarging its membership.

Mr. John F. Stern of "Sweater News" has been appointed Chairman of the Membership Committee and he has called upon some of the leading members of the Eastern District to assist him in this work.

The dues have been scaled down to a figure that is almost nominal and which will require a membership of practically all the worth-while manufacturers in the Eastern District in order to "carry on".

The Eastern District members are urged to take it upon themselves to secure additional members.

The Secretaries will be glad to assist in this work when called upon and members are urged to avail themselves of their services.

CLEARING HOUSE

A meeting of the Clearing House Committee was held in New York City on Wednesday, November 9, 1921 at which considerable progress was reported.

Amongst those present were Messrs. Waitzfelder, Rheinauer, Mayer, S. Rottenberg, Lhowe and Steuer.

Mr. Mayer reported for the subcommittee which had been previously appointed to consult with Commission Houses, to the effect that one of the largest Commission Houses was agreeable to cooperate with the Association in the operation of a Clearing House.

Mr. Mayer and Mr. Rheinauer, as members of the sub-cimmittee, were instructed to proceed and arrange all the terms subject to the approval of the entire Committee and the organization.

While discussing the work of the Clearing House ,the thought was suggested that there is not at the present time, in existence an accurate, adequate directory showing the variety of products manufactured by any one particular manufacturer and it was felt that such a directory could be made of service to our members.

Plans are now on foot, which, because of their indefinite nature cannot be disclosed, but members may soon look forward to an interesting announcement concerning this subject.

AMERICAN VALUATION

There has been sent to members an article published by the Manufacturers' Club on the subject of American Valuation.

Until the American Valuation plan is made one of the provisions of the Tariff law as it undoubtedly will be if American manufacturers are alive to their responsibilities, the insiduous propaganda against it will grow and grow and grow.

Those who make their living not out of American industry but out of foreign industries and merely use the United States as a dumping ground for their merchandise, of course are anxious to defeat any plan which would serve to give American products and American Industry a fair competitive chance with the merchandise produced by Europe. And they have held out the alluring bait to the American consumer that with the American Valuation plan defeated, he will be able to buy his merchandise much cheaper than otherwise, although where he is to get the money to buy it, they dare not — because they cannot, say.

We would urge members to read this article, sell themselves on the messages contained therein, and then see to it that everyone that they meet, acquaint themselves with the issue and then support the American Valuation Plan.

When our National legislators are made aware by manufacturerss, their friends and associates, that the Industries of this country demand proper protection, we will get it and not before.

It is up to manufacturers—and we shall repeat it again and again, it is up to manufacturers to make their National legislators understand that American business must have the American Valuation Plan included in its tariff legislation if American business is to continue and live.

If you have written to your Congressman and Senator, wire him; if you have wired, see him personally; if you have seen him personally, do all these three things over again.

FOR SALE

N & T Knitting Machine Ribbers—1-11 in., 2-12 in., 1-14 in., 1-20 in. and 1-17 in.; 1 Wildman muffler 8 in. full automatic; 2 Sipp Winders 72 ends—No. 419 and No. 421.

3 Lathan Machines—7-in., 8-in. and 9-in. 12 cut 24 gauge for plain jersey cloth—No. 403.

2 Bottle Winders, new, 18 ends each, made by the Asweld & Lever Machinery Co.—No. 402.

2-10 and 1-10 merino yarn in Black, Bottle Green, Seal Brown, Cardinal, Kelly, Maroon, Navy, Orange and Purple—No. 406.

Huges Bottle Bobbin Winder 24 ends, new—No. 407.

Payne Winder 40 Spindles 300 to 400 Bobbins—No. 410.

Three Universal Coners, one Eastwood 42 end skein winder for silk winding; practically new—No. 416

One silk skein winder, 48 spindles 3-in. travis—No. 417.

Five Brinton Muffler Machines full automatic 8 ins. wide, reasonable—No. 418.

Wildman Rib Machine, 24 feed, 30-in. cylinder—No. 420.

WANTED

Foster Coner & Winder about 40 spindles—No. 393.

Tompkins Tables—16-18 or 26 gauge 30-in. head—No. 401.

Forelady having a knowledge of designing sweaters. Must be acquainted with all sewing machines and hand knitting finishing—No. 415

For sale One McCreery Brushing Machine, 36 ins. wide—No. 422

Manufacturers who wish to have coning done, worsted or cotton, communicate with the Secretary—No. 408.

TO reach Buyers the trade journal offers the most effective medium.

The journal of **your** *trade*
is

Sweater News
and
Knitted Outerwear
321 BROADWAY
NEW YORK

338.405
NAT

Commerce R R

UNIVERSITY OF ILLINOIS LIBRARY
MAR 7 1922

BULLETIN OF THE National Knitted Outerwear Association

No. 28-29 July 11-18, 1921

TARIFF

By this time most manufacturers have been thoroughly acquainted with the Tariff Bill as introduced by the Chairman of the Ways and Means Committee.

Those who have read the Bill carefully, must have noted the fact that the National Knitted Outerwear Association has received from the Ways and Means Committee—and we trust it will receive same from Congress when the Bill is finally passed—what is considered as important as protective duty—namely, SEPARATE RECOGNITION.

The value and importance of separate recognition are too great to be properly appreciated now, but only time can show the immeasurable benefit that will accrue to the Industry from this separate classification.

On Tuesday, July 12, 1921, the Tariff Committee, consisting of Mr. Phoenix, Chairman, and Messrs. Waitzfelder, Worms, Mayer, Lhowe and Steuer, held a meeting in New York, where the Bill as introduced into Congress was studied and thoroughly discussed.

The Committee, on the whole, was satisfied with the protection afforded by the Bill, although here and there it was felt that the Bill was somewhat inadequate, and after a study of the Bill, the Committee found several places where a change in language would serve to clarify the Bill, and these changes, with the reasons therefor and the request for slight increases where the rates were found to be inadequate, have been pointed out by the Tariff Committee of the Association and its sub-committees to the Chairman of the Ways and Means Committee.

It is yet a bit too early to congratulate ourselves upon what has thus far been accomplished, because the Tariff Bill as introduced, has still to take a rough and cumbersome path before the ink of the President's signature at the bottom thereof is dry. Yet the Industry itself cannot help but feel grateful to the Association and its Tariff Committee, who made their plan and hewed to the line, and who have labored tirelessly and long to procure for the Industry which the Association represents proper and adequate protection. The success thus far attained is all the more noteworthy when it is recalled that it has been accomplished, not through the heavy and wasteful expenditures of moneys or the services of paid lobbyists, but rather through the perseverance of business men who made a careful and complete study of their Industry to show what protection it needed and then as business men presented their needs in a business way to a business-like Ways and Means Committee.

Despite all that the Tariff Committee has already done, it is now only at the beginning of its work. Considerable energy is yet to be expended in offsetting the attacks of those who for political considerations, would change or reduce and destroy the protection given this Industry in the prospective Tariff Bill.

Members of this Association, all of whom have received copies of the Tariff brief submitted by the Association to Congress, ought again study same carefully and with the facts and arguments firmly fixed in their minds, should personally call upon their National representatives and convince them of the urgent need of the protection afforded to the Knitted Outerwear Industry in the proposed Fordney Bill.

BATHING SUIT PATTERNS

Recently an inquiry came from the Western District with regard to Bathing Suit Patterns, as to whether they are designed in the mill or whether designs and patterns are procured from outside sources.

This inquiry was passed on to bathing suit manufacturers, and we are pleased to quote a few of the replies:

"We are in receipt of your favor of the 24th inst., inquiring if we make our own patterns. In reply will say that we make our own patterns, and it is a very expensive proposition. We do not know of any source where we can obtain them."

"I don't know of any concern that furnishes bathing suit patterns, as every manufacturer designs his own goods. That is what we had to do when we first started in the bathing suit business."

"Would advise that our patterns have been designed in our own mill. As a matter of fact, we did not know of any source from which bathing suit patterns could be purchased."

"We have never employed a designer nor purchased designs elsewhere. Up to the present time, the officers of the company in charge of the manufacturing and selling, designed all our suits with the assistance of the foremen and foreladies of our different departments. In other words, we are our own designers. As to the advantage of having a designer or purchasing them outside, we should think that any concern large enough, would find it preferable to have a designer, as buying them outside they are liable to receive designs which have been sold also to other manufacturers. Of course, the most advantageous way is to have enough ability to design your own line."

"Wish to advise that we employ a designer for our bathing suits."

"Wish to say that we make our own designs and patterns, which comes naturally for us to do, because we have been making bathing suits so many years. We are perhaps one of the oldest, if not the oldest, firm making these suits, and naturally, we started when they were rather crude in shape and size, but many years of experience have taught us how to improve. In our case it is advisable, and perhaps will be more economical, to make our own patterns, as we are accustomed to it, and it is very easy for us to do so. However, manufacturers who are just starting in business can buy suits of different makes from the various stores and select the best designs and patterns and make their own patterns from such suits, thereby avoiding experiments, but it will not take long for a knit goods manufacturer who starts in the bathing suit business to learn which are the best sellers and will make their patterns accordingly. We do not think that it will cost a manufacturer much more to have his patterns made outside than if he were to make them himself."

There are many bathing suit manufacturers of whom this inquiry has not been made but who ought to be heard from. The Secretary would be glad to receive the views of all members who are interested in this matter.

MEETING OF THE NATIONAL DIRECTORS

A joint meeting of the National Directors and the Directors of the Publicity Bureau was held at New York City on July 13, 1921, and each of the four districts was well represented at the meeting.

The items that received the greater part of the attention of the Directors were those of Tariff, Publicity and Cost Calculation, and as a result of the full and frank discussion that took place, even greater progress than has been had in the past will be noted.

In other pages of this Bulletin mention is made of the accomplishments of the meeting under the heads of the respective activities.

It is worthy of mention, however, that after a brief outline by the President of the National Association's accomplishments in its brief existence, it was unanimously agreed that only by each Director and member taking it on himself personally to see that the plans of the Association were carried out, could the accomplishments of the Association be continued.

We state this because it would be unfair to the National Directors, who journeyed to New York all the way from Milwaukee, and Chicago, and Delevan, and Philadelphia, not to advise the members of the need of their thorough and earnest co-operation whenever it is called for, whether in time, or thought or money.

EASTERN DISTRICT DIRECTORS' MEETING

An important meeting of the Directors of the Eastern District was held on July 7, 1921.

Among the many matters that were brought to the attention of the Directors was the Textile School, and it was decided to appoint a Committee to take active control of the knitting courses given at the school, such as laying out of the course of instruction, supervising it, ascertaining the needs of the Industry with regard to operatives, and filling them, etc.

The Textile School in its short

existence has more than justified its creation and demonstrated its importance, and it was pointed out at the meeting of the Directors even better results than were had in the past could be expected with the co-operation of the Committee of the Association.

EXCHANGES

WANTED: Raschel Machines. (374)

FOR SALE: Five and eight gauge Bach full automatic power machines. (375)

FOR SALE: Several 2½ gauge Grosser power machines, 2½ gauge needles to the inch (377)

WANTED: One tacker for tacking the ends of seams. (383)

FOR SALE: Several 2¼ and 3 needles to the inch Lamb knitting machines. (378)

FOR SALE: Two five gauge full automatic Grosser machines. (379)

FOR SALE: Several 5, 6, 7, gauge hand knitting Grosser machines. (380)

FOR SALE: Sweater plant, consisting of 10 circular Stafford and Holt racking machines. Brand new, with all the latest improvements. Manufacturer who offers these for sale has orders on hand for merchandise to be manufactured on these machines up to December 1, 1921. (381)

WANTED: One circular Brinton necktie machine. (382)

TO reach Buyers, the trade journal offers the most effective medium.

*The journal of **your** trade*
is

Sweater News
and
Knitted Outerwear

321 Broadway
New York

338.405
NAT
Commerce R R
UNIVERSITY OF ILLINOIS LIBRARY
MAR 7 1922

November 2[illegible] 192[illegible]

BULLETIN

NATIONAL Knitted OUTERwear ASSOCIATION

WE'RE GOING RIGHT AHEAD

DREAMING ABOUT DOING A THING MAY BE ALL RIGHT BUT YOU'VE GOT TO WAKE UP AND DO IT IF YOU WANT THE WORLD TO KNOW. WATCH THE LIVE ONES MAKE "KNITTED OUTERWEAR DESERVE THE PREFERENCE."

THE AMERICAN VALUATION CLAUSE

"SEC. 402. VALUE.—Except as otherwise provided by law, the word 'value' wherever used in this Act or in any other law relating to the appraisement or the classification of imported merchandise shall mean the price on the date of exportation of the imported merchandise at which comparable and competitive products of the United States were ordinarily sold or freely offered for sale in the usual wholesale quantities and in the customary wrappings, coverings, and containers, whether holding liquids or solids, to all purchasers in the ordinary course of trade, including all costs, charges, and expenses, in the principle market or markets of the United States; or, when such value can not be ascertained to the satisfaction of the appraising officer, shall mean the value of the imported merchandise on said date for sale (whether or not there shall be an actual sale), for consumption or use in the United States in its condition, including wrappings, coverings, and containers, whether holding liquids or solids, as imported. In determining the value for sale, appraising officers may take into consideration, among other matters, the selling price or cost of production of comparable products of the United States and of articles made therefrom or from like imported materials, not sold in usual wholesale quantities or not sold or freely offered for sale to all purchasers in the ordinary course of trade, or not sold at all, and the selling price in the United States of comparable imports, or the selling price or market value or cost of production of the imported merchandise in the foreign country, and may exclude or include all or any costs, charges, and expenses, including duties, and also profits and commission, if any, keeping always in mind the legislative intention that duties ad-valorem shall be assessed upon the fair market value of the imported merchandise in the United States. No pretended sale or offer for sale, and no sale or offer for sale tending to establish a fictitious market, shall be held to establish value as herein defined; nor shall a value substantially raised or lowered at the time of exportation otherwise than in the ordinary course of trade be deemed to be such value."

Upon the inclusion of this section in the Tariff Bill depends the welfare of American industry for a long period of time.

It is a common feeling among knit goods manufacturers, as it is among other classes of individuals in the body politic, to expect that the Government will take care of them, and that they therefore need take no steps on their own behalf to see that necessary legislation is enacted.

However, those whose selfish ends will be served by the defeat of desirable legislation, band together, and show intensive activity to secure their ends, and oftentimes because they are organized, they are able to accomplish their purposes, although their cause lacks merit.

The importers whose interests do not lie primarily in the welfare of the United States, are concerned more in the profits they can make by bringing in foreign made merchandise, rather than with the continued employment of the American working class.

How long American labor can compete with German labor in the Knitted Outerwear industry, where skilled knitters receive the equivalent in German marks of two to three cents an hour in American money, the importers dare not say.

It is time that American manufacturers banded together; that Knitted Outerwear manufacturers and each of them, took it upon themselves to make their needs known to Congress. There are forces that work, and they prefer to work in the dark, which are endeavoring to postpone the enacting of tariff legislation that will properly protect American industries.

In the meanwhile, the importers are bringing into this country every possible bit of merchandise that their funds can possibly buy, or that foreign factories can possibly buy, or that foreign factories can possibly produce.

It is up to American manufacturers now to see that when they receive protection, it will not be too late. If much delay is encounted American industries may need not protection, but resurrection. Let every member and every manufacturer get on the job now—Impress upon their legislative representatives the importance of immediate action—**Now** or **Never!**

WHAT ARE YOU DOING FOR NO. 402?

WESTERN DISTRICT SELECTS SECRETARY

President Shogren, of the Western District Association, announces that Mr. H. L. Ashworth has been selected as Secretary and commences his duties on December first, 1921.

Mr. Ashworth is a newspaper man of extensive experience and for some time past, has been engaged in promotional work with such remarkable success that he was among the first to be recommended by the Milwaukee Chamber of Commerce for the position left vacant by the death of Mr. Walker.

The National Association extends to Mr. Ashworth its best wishes for his success and offers Mr. Ashworth every possible cooperation in his new task.

WESTERN DISTRICT MEETING

According to present plans, the Western District Association will hold its semi-annual meeting on December 9th and 10th of this year.

President Shogren, whose burdened shoulders have been heavily overloaded with work since the death of Mr. Walker, is working night and day on the plans for this meeting.

Members of other Districts who may be in the middle west at about the time of this meeting, are urged to attend and take back to their own Districts, some of the enthusiasm and zeal that is always a part of the Western District Association meeting.

WHAT ARE YOU DOING FOR NO. 402?

1922 PUBLICITY CAMPAIGN

Less than two weeks remains for the securing of the minimum quotas for the 1922 Publicity Campaign assigned to the various districts.

As was reported in a previous bulletin, the Cleveland District has already oversubscribed this minimum. The other districts are hard at work and from the report received there is no question that the minimum will be subscribed.

It was indeed a matter of encouragement to the Publicity Directors to find that in the first year of the campaign, so many members put their shoulders to the wheel to put over this co-operative undertaking .

So successful have been the results of this initial effort that it would be surprising, indeed, if any subscriber failed to renew his subscription for the coming year.

With the necessity for more efficient and economical management of plants, in order to meet the competition that exists in this What members should try to do, should be first to secure the support of those members who are not at the present time subscribers to the Publicity Campaign and enlist the co-operation of non-member, non-subscribers.

The Advertising Bureau of the Association has its plans all ready and waits only for word from the Association to go ahead and make 1922 the biggest and busiest year for knitted Outerwear that it has ever experienced.

WHAT ARE YOU DOING FOR NO. 402?

EASTERN DISTRICT MEETING

At the meeting of the Board of Directors of the Eastern District held recently, President Rheinauer proposed that in view of the fact that the membership was being enlarged and it was desirable that the members get acquainted with each other, that monthly meetings be held and that at each meeting, a speaker of prominence address the members on subjects of vital interest to knitted outerwear manufacturers.

The first monthly meeting under this plan will be held at the Hotel McAlpin, on Tuesday evening, November 29, 1921, at 8 P. M. and the subject of the talk and discussion that evening will be "Mill Efficiency."

The discussion will be lead by Mr. Stephen Gordon, an efficiency engineer who had had extensive experience in installing systems in knitted outerwear mills.

industry, there is no question but that manufacturers will find the discussion profitable and will take away from the lecture many suggestions and ideas.

Each member is urged to bring another non-member manufacturer with him.

WHAT ARE YOU DOING FOR NO. 402?

FOR SALE

N. & T. Knitting Machine Ribbers—1 11 in., 2 12 in., 1 14 in., 1 20 in. and 1 17 in.; 1 Wildman muffler, 8 in. full automatic; 2 Sipp Winders, 72 ends.—Nos. 419 and 421.

Payne Winder, 40 Spindles, 300 to 400 bobbins.—No. 410.

Three Universal Coners, one Eastwood 42 end skein winder for silk winding; practically new.—No. 416.

Five Brinton Muffler Machines, full automatic, 8 ins. wide, reasonable.—No. 418.

Wildman Rib Machine, 24 feed, 30 in. cylinder.—No. 420.

One McCreery Brushing Machine, 36 in. wide.—No. 422.

WHAT ARE YOU DOING FOR NO. 402?

WANTED

Forelady having a knowledge of designing sweaters. Must be acquainted with all sewing machines and hand knitting finishing.—No. 415.

Manufacturers who wish to have coning done, worsted or cotton, communicate with the Secretary. —No. 408.

WHAT ARE YOU DOING FOR NO. 422?

TO reach Buyers the trade journal offers the most effective medium.

*The journal of **your** trade*

is

Sweater News
and
Knitted Outerwear

321 Broadway
New York

338.405
NAT

Comm. R. R.

November 29th, 1921

BULLETIN

NATIONAL Knitted OUTERwear ASSOCIATION

UNIVERSITY OF ILLINOIS LIBRARY
APR 1922

ARE YOU WAITING TO SEE "WHAT HAPPENS"? SUPPOSE EVERYONE LAID BACK AND—WAITED? HOW FAR COULD WE GET?—WE NEED FAITH—WE NEED COURAGE—TO FORGE AHEAD AND ACHIEVE THE BIG THINGS WE DESIRE!

PUBLICITY

Occasionally members ask what is our Publicity Bureau doing, not realizing that it is sweeping onward frequently unseen. We say unseen because it consists of no mere shouting of "Knitted OUTERwear" from the house-tops, but is a subtle, powerful force, evidencing its action in the growth of favorable sentiment and national receptiveness to Knitted Outerwear.

The man in the street may only occasionally notice an illustration in his favorite rotogravure section illustrating a personage dressed in Knitted OUTERwear. He may only occasionally run across a Knitted OUTERwear fashion article in the editorial columns of his paper, and he may never have the occasion to see the space given over to Knitted OUTERwear in the pages of women's magazines, tradespapers and other publications. But, if he could sit in the offices of our Publicity Bureau a few days, to see the hundreds of clippings and publications pouring in, each one showing how Knitted OUTERwear was receiving some definite publicity; if he could sit by while conferences were being held with leading editorial writers of the country, while dozens of art articles, photographs and suggestions were being mailed out to men who hold the keys to the pages of the nation's press, he would begin to realize just little of what the force of propaganda really is.

Then, if he could visualize the effect of the Knitted OUTERwear publicity articles received each week by the newspapers in 888 of our leading cities—if he could visualize the significance of the Knitted OUTERwear material distributed through the great syndicate of the country which feed practically every one of the 12,000 newspapers of the United States—he would begin to appreciate even better how this constant stream of publicity must be moulding public opinion.

It is the purpose of our Publicity Bureau to inform each and every subscriber of the campaign's activities. It does send out copies of its publicity bulletins whenever they are issued in quantity form. But, these evidences of its work can only hint at the vast amount of individually directed effort, personal negotiation and the bringing to bear of influences upon the very source of news and editorial matter.

In accordance with the plans which were approved for its activities, the Bureau is effectively establishing itself as the accepted headquarters for information and data of every sort relating to Knitted OUTERwear. It receives and answers queries regarding products of this industry, from the trade, from the press and from those who write and draw the literature and illustrations of the nation. So, when you see the cover illustration of your favorite magazine depicting a model clothed in Knitted OUTERwear—when you see illustrations or feature articles covering, sometimes, whole pages of the foremost papers—say to yourself that, as a subscriber, you are responsible for this vast movement which in its final manifestation and in its future significance is worth untold thousands of dollars to the manufacturer of Knitted OUTERwear.

WHAT ARE YOU DOING FOR NO. 402?

BUYERS DIRECTORY OF KNITTED OUTERWEAR MANUFACTURERS

There has been sent to members an inquiry sheet, asking them to list their offices, 'phone numbers, selling agents, sales rooms, etc., and to check off the products they manufacture.

We have endeavored to make this list as comprehensive as possible, but manufacturers, no doubt, will find that some of their products have not been included. They should not hesitate to add such items as are not included, as it is desired that the information furnished be absolutely and thoroughly correct.

Plans are on foot for the publication of a directory, but in view of the fact that the final decision of the Clearing House Committee, in whose hands this matter lies, has as yet not been had, detailed information concerning the directory cannot be set forth now.

We would urge upon members, however, to fill out their questionnaires correctly and send them back promptly.

WHAT ARE YOU DOING FOR NO. 402?

TARIFF

It has been an expression heard more and more frequently as the weeks go by that the tariff is a wonderful thing, but so far it has merely been the subject of conversation. In other words, the patience of the business man is slowly becoming exhausted.

For a year now—since the election of the present administration—we have had talk about a Tariff Bill or a Tariff Law that would properly protect American industries.

We have had a little action—very little. Somewhere from the distant past we have a vague recollection of the House of Representatives having passed a Tariff Bill and since then it has been talk and more talk. It is now time to stop talk, and to get a little action.

The Knitted Outerwear Manufacturer who has not communicated with his legislative representative, is partly responsible for this state of things. Tariff Legislation will be hurried or delayed to such a degree as the business men of the country will show they want it hurried or delayed. An attitude of indifference show by business men can be only interpreted by the legislators as a desire for delay. Active interest on the business man's part can show a desire for speed.

After Europe will have dumped all her cheap and cheaply made merchandise on this country, Industry won't want Tariff Legislation. If business men were to conduct their business with the same indifference that they are displaying towards the Tariff Legislation, it would not be long before they would have no businesses to attend to.

Tariff Legislation is THEIR business, and it is up to them to get in touch with their legislators, arouse the interest of their communities to the vital need of proper protection, and make legislators feel that there is nothing in this country as important for its continued welfare as the immediate enactment of Tariff Legislation.

Get busy, now—Write, wire, telephone, see your legislators in person.

WHAT ARE YOU DOING FOR NO. 402?

EXECUTIVE COMMITTEE OF PUBLICITY DIRECTORS MEETING

A meeting of the Executive Committee of the Publicity Directors will be held on Friday, December 16th,, Hotel McAlpin, 34th Street and Broadway, New York City.

Members who have thoughts and suggestions with regard to the work of the Publicity Bureau should communicate with the member of the Executive Committee of their particular district.

TEXTILE SCHOOL EASTERN DISTRICT

At a meeting of the Textile School Committee of the Eastern District Association, held on Wednesday, November 16, 1921, plans were laid for the lecture courses for the Winter and Spring of 1922.

The School being still in its infancy, has had to grope its way to a considerable extent, and recent investigation has shown that besides the demand for instruction in the mechanical branch of the industry, namely knitting, mending, operating and finishing, there has been considerable demand for less technical instruction by those connected with the Industry in other branches than actual manufacturing.

Buyers, office executives, and employees, salesmen, etc., have come to the school and sought instruction along through authoritative lines in the products of the Industry. The Textile School Committee, after a study of the problem found that the need was genuine and that the Industry would be served by the instiution of a course of lectures, covering products of Knitted OUTERwear.

As the course is now outlined, it will consist of thirty-two lectures, the first five of which will be on the yarn used in the Industry and the following twenty-seven on the various products.

Eastern District manufacturers will do the lecturing on the particular products they manufacture.

The Industry will, no doubt, watch this experiment with interest. It is a fact too well known to admit of dispute that due to the tremendous growth of the Industry, many connected with it are not as thoroughly acquainted in it as they should be.

The School reports that there are over fifty applications now on file for the course which will be given as part of the school curriculum without charge to the pupils.

Manufacturers could make their employees of greater value to themselves by extending to them an invitation to attend the course.

WHAT ARE YOU DOING FOR NO. 422?

FOR SALE—A Leighton Circular Machine, fine cut. Good for silk and fancy stitches and has Cylinder and Dial. No. 422.

Manufacturer offers for sale men's and boys' Jerseys to close out at bargan prices. No. 423.

FOR SALE—Payne Winding Machine—18 ends . Also a number of bobbins to go with machine. No. 424.

FOR SALE

N. & T. Knitting Machine Ribbers, one 11-inch, two 12-inch, one 14-inch, one 20-inch and one 17-inch; 1 Wildman muffler, 8 inc. full automatic; 2 Sipp Winders, 72 ends. Nos. 419 and 421.

Payne Winder, 40 Spindles, 300 to 400 bobbins. No. 410.

Three Universal Coners, one Eastwood 42 end skein winder for silk winding; practically new. No. 416.

FOR SALE—4 full automatic 21-inch Brinton machines with stripers. No. 425

TO reach Buyers the trade journal offers the most effective medium.

*The journal of **your** trade*

is

Sweater News
and
Knitted Outerwear

321 Broadway
New York

338.405
NAT

Commerce R-R

December 7, 1921

UNIVERSITY OF ILLINOIS LIBRARY
MAR 7 1922

BULLETIN

NATIONAL Knitted OUTERwear ASSOCIATION

OH YES, YOU'LL GET YOURS, EVEN IF YOU DON'T CONTRIBUTE TO THE SUPPORT OF THE ADVERTISING CAMPAIGN; BUT HOW WILL YOU FEEL ABOUT ACCEPTING SOMETHING TO WHICH YOU ARE NOT ENTITLED?

TARIFF

The Senate Finance Committee is about to resume its hearings, an dthe representatives of the Association who are to speak before the Senate Finane ocCmmittee on the wool and silk schedules, are hard at work preparing the data and briefs that are to be submitted. From the present outlook, not much time will be granted to the representatives of this Association to present their demands and point out the necessity and justice of them.

Assistance can be rendered them however, by the members of the Association by regularly,—not once or the second time, but by regularly communicating with their senators and representatives, showing the need of proper protection and the American Valuation Plan.

DEPARTMENT OF COMMERCE ACTIVITY

It might be well for members to know that the present administration is intensively interested in the business welfare of the country, and that there has been appointed in the Department of Commerce, a Cheif of Textiles.

In discussing the work of the Textile Division of the Department of Commerce, Mr. E. T. Pickard felt that it ought to be made clear to manufacturers that there is at their service this Governmenttal agency working through their trade Association, to furnish manufacturers with any information desired concerning conditions in foreign countries.

"The Textile Division would be glad," said Mr. Pickard, "to ascertain conditions in other countries, what type of garment is used there, the styles of the garments used, names of dealers, etc. Manufacturers have frequently spent thousands and thousands of dollars to find out whether markets exists and the Department of Commrece is now in a position to do that work for manufacturers without one penny's costs.

"I would make it explicitly understood," continued Mr. Pickard, "that the purpose of the Dapartment is in no way to interfere with business. Business men somehow are inclined to shun government assistance because they want to be let alone.

"The work the Department of Commerce is prepared to do, is of benefit only and I should be happy to make the department available to any knitted outerwear manufacturer who can use it."

While it is true that the export market is at its lowest ebb, nevertheless, Mr. Pickard is of the opinion that Amreican merchants can in a short time compete in the South American markets and he is hopeful that manufacturers will find the Department of Commerce of assistance when they need it.

COST CALCULATION

At a regular meeting of the Eastern District Association held at the Hotel McAlpin, on Tuesday evening, November 29th, 1921, Mr. Stephen Gordon, took up with the members the matter of mill efficiency in general and defined industrial engineering as trained and organized common sense. Mr. Gordon proceeded to outline the system based on the foregoing definition, and outlined three elements entering into the cost of any product—labor, overhead expense and material.

Mr. Gordon went on to outline what was meant by overhead expense and pointed out that the greatest inaccuracies crept in, in apportioning overhead expenses to the various products. He suggested that the first thing to do was to divide a plant into manufacturing departments. The following list of departments Mr. Gordon set forth as typical: Heat, light, power, office, general factory, winding, hand knitting, power knitting, cutting, fiinishing, packing and shipping, and selling.

Mr. Gordon went on to point out that a cost system must tie up with the general books of the company. Costs must include all money paid out together with certain reserves which may be set up. In his opinion, therefore, every expenditure should pass through the charge register, which at the end of each month would give the total amount paid out for labor, overhead expense and materials.

After dwelling at length on the matter of fixing charges, Mr. Gordon went into detail explaining the matter of pay-roll analysis, showing that each week's pay-roll should be recapitulated, giving for each department the following items: Foreman and assistant, miscellaneous indirect labor, learners, expense, and productive labor. Speaking of learner's expense, it was pointed out that it is usually an item of expense which is invariably overlooked. In a piece work department, new operators and learners are taken up usually on a certain weekly wage until they are expert enough to be placed on the regular piece work basis. Learner's expense represents the difference between the wage paid and what they would have earned if they had been on piece work. The difference is sometimes large and the total amount for a month is in some mills a large amount. In fact, in one mill, during the war period, where the labor turn over was very high, it was found upon examination at the end of the year, the learner's expense equalled the normal year's profit. In other words, the manufacturer had figured his cost on regular piece prices, and did not realize that he was losing money until an examination of his payroll was made and this item of expense was pointed out to them.

Mr. Gordon dwelt at length upon the unit method and illustrated his point by taking the worsted winding department as an example.

"We will assume that single 16s and single 24s are being wound. By test, we find that the 16s will wind at the rate of 16 lbs. per hour, and 24s at 10 lbs. per hour. Therefore, 16s yarn takes 3.75 minutes to wind, while 1 lb. 24s takes six minutes to wind one lb. The labor cost must be in proportion to the time taken to produce a given quantity of each.

The labor cost is therefore in proportion as 3.75 is to 6 for 16s yarn and 24s yarn respectively.

If the total production labor of the department is $300.00 and the production of 24s yarn is 2,500 lbs. and 16s yarn 4,000; multiply 2,500 lbs. by 6 the unit for 24s yarn and add it to 4,000 lbs. multiplied by 3.75 the unit for 16s yarn and we have a total units produced of 30,000 unit pounds. Divide $300.00 labor by 30,000 unit pounds, which gives a labor cost per unit of 1c.

Winding labor cost, 24s yarn equals 1cx6 equals 6c per pound.

Winding labor cost, 16s yarn equals 1cx3.75 equals 3¾c per lb.

At the conclusion of his talk, Mr. Gordon invited questions and from the variety of questions asked by many manufacturers it was evident that his talk had aroused CONSIDERABLE interest and thought.

This was the first of a series of talks on matters of pertinent interest to members, which will be given at the regular monthly meetings of the Eastern District Association.

DIRECTORY

By this time all Association members have already received the inquiry sheet asking for data that will be used as a basis for the proposed buyers' directory.

It may be worth while to call to the attention of members the fact that the proposed directory will be unique in many ways. It will set forth the list of the products manufactured by members of this Association across the face of the page in detail, so that buyers to whom these directories will be distributed, can immeditely find out who makes an article of a certain style and of a certain material. It will list manufacturers alphabetically according to cities. It will list manufacturers not only in the cities in which they have their mills, but in each and every city where they may have a sales office or sales agent.

Wherever a manufacturer is listed there shall also be listed the address, 'phone number, etc., so that buyers may find mills or sales offices of manufacturers in any of the big cities that they may happen to be in.

The list will also designate manuafcturers selling to jobbers, retailers, or both.

It will also display in bold faced type such manufacturers who are members as well as subscribers to the Publicity Fund.

It is planned that these directories will be distributed to Knitted Outerwear buyers throughout the country, and will be gotten up in a pocket fold neatly printed, for the convenience of the user. This is a bit of service for members, the value of which although not computable in dollars and cents, is conceded to be great.

The plans are still tentative and await final consideration and action by the Clearing House Committee, as a result of whose deliberations this idea was developed.

Members who have any thoughts or ideas in the matter should communicate them promptly to the Secretary for the consideration of the Committee.

FOR SALE

Five Brinton Muffler Machines full automatic 8 ins. wide—reasonable No. 418

N & T. Ktg. Machine Ribbers 11, 12 and 14 ins.—for sale cheap. No. 419

Wildman Rib Machine—24 feed 30 in. cylinder. No. 420

N & T Ktg. Machine Ribbers one 12, one 20, one 17 in.

1 Wildman muffler 9 in. full automatic, 2 Sipp winders 72 ends. No. 421

Leighton Circular Machine, fine cut. Good for silk and fancy stitches and has cylinder and dial. No. 422

Manufacturer offers for sale men's and boys' Jerseys to close out at bargain prices. No. 423

Payne winding machine—18 ends Also a number of bobbins to go with machine. No. 424

A full automatic 21 in. Brinton machine with stripers. No. 425

One 34 in. Cl & Fl Ktg. Machine—full automatic.

One 24 in. Cl & Fl Ktg. Machine—full automatic.

Four 20 to 25 in. Cl & Fl—semi-automatic all 5gg, in good working conditions. No. 426

TO reach Buyers the trade journal offers the most effective medium.

*The journal of **your** trade*

is

Sweater News
and
Knitted Outerwear

321 Broadway

New York

338.405
NAT

Commerce R.R.

UNIVERSITY OF ILLINOIS LIBRARY
MAR 7 1922

December 12-19,

BULLETIN

NATIONAL Knitted OUTERwear ASSOCIATION

ARE YOU ROOTING OR ROASTING?
REMEMBER A WORM IS THE ONLY THING THAT CAN'T FALL DOWN—WE MAY STUMBLE OCCASIONALLY BUT WE'LL SMILE AND KEEP GOING AHEAD IF YOU'LL "ONLY PLAY THE GAME" WITH US.

TARIFF MASS MEETING

At a recent meeting of the Board of Directors of the Eastern District, Mr. J. J. Phoenix pointed out the necessity for American Valuation, and dwelt at length upon some of the sinister forces that are at work in opposition to American Valuation.

He felt the Knitted Outerwear Manufacturers had a responsibility in this matter, which could not be disregarded and the Board of Directors of the Eastern District decided to hold a mass meeting at which the sole subject for discussion should be American Valuation, its needs and the dangers the Industry would face if it were not incorporated in Tariff Legislation.

Such a mass meeting has been called for Tuesday evening, December 27, 1921, at the Broadway Central Hotel, New York City, and has been called under the auspices of the Knitted Outerwear Manufacturers Association, Eastern District, New York Yarn Jobbers, New York Knit Goods Jobbers, Brooklyn Knit Goods Manufacturers.

It is apparent from cursory discussion with small manufacturers in the East that they do not realize the importance and seriousness of this tariff problem, and it is hoped that there will be a 100% attendance of those engaged in Knitted Outerwear at this mass meeting.

Prominent speakers in the Industry are scheduled to address the gathering on the various phases of the American Valuation Plan and at the end of the meeting, it is expected that action expressing the sentiment of the gathering will be taken.

Manufacturers in the East should give this matter their attention now and lay aside all other matters so as to insure a representative attendance
meeting.

Their's is the duty
sibility to see that the
of American Valuati
pressed on all Knitted
Manufacturers in the

SPEAKING OF PUBLICITY—

There are in this country many dozens of publications and organizations devoted to the dissemanation of fashion information to the great American public. The larger of these organizations have their special representatives in Paris, in Madrid, in London and, before the war, in Vienna, as well as a few other fashion centers, not overlooking New York. With such a corps of reporters they are in a position to publish authoritatively every passing trend and tendency in style development—for the garment of woven fabric.

But, with the growing popularity of Knitted OUTERwear, the problem became more perplexing. Ours is essentially an American industry. The manufacturers do not wait for some designer in Paris to design for them a garment complete, and then start manufacturing it. Hundreds of live Knitted OUTERwear manufacturers, in every corner of the country, are continually busy producing their own designs and interpreting in original ways the important style tendencies.

There is no one center to which a reporter can go and rest assured that he will learn of all the innovations in Knitted OUTERwear. A sweater may be originated in California to-day. Tomorrow it will be seen upon the boardwalk of Atlantic City, and will be sold by the retailer at which, a few years ago, ve been considered fab- never knows where eation in a knitted fab- ed garment or some going to spring into may be produced in Cleveland, Philadelphia, Boston, New York or any of a dozen other cities.

As a consequence of this situation, it has been evident that although Knitted OUTERwear was tremendously in vogue, the great fashion publications were failing to give it the share of attention and the amount of space that it properly deserved. Because of the limitations of their established fashion news gathering organizations, the editorial content of a great portion of the fashion magazines was unbalanced.

It is most vitally to the interest of our industry to see a proper balance established, and to know that the fashion publications, the pattern makers and the fashion reporting services are giving to Knitted OUTERwear the attention deserved through its increasing importance. That is why it has been determined to develop the Sweater & Knitted Textile Publicity Bureau into an agency such as has never before existed —a clearing house for Knitted OUTERwear fashions.

Maintaining close contact with the most progressive manufacturers in our great industry, this Bureau will be in a position to report exhaustively and authoritatively the developments in Knitted OUTERwear of American design. It will serve as an original source of information to every one of the fashion organizations, placing before them the facts regarding the products of this industry that had been almost unavailable to them before.

TARIFF

The Tariff Committee represented by Messrs. J. J. Phoenix, Chairman, Sidney Worms, A. S.

Waitzfelder, Fred Mayer, and Harold R. Lhowe, appeared before Senate Finance Committee on Thursday and Friday, December 15 and 16, 1921.

Mr. Phoenix spoke under the wool schedule and Mr. Worms under pure silk schedule and Mr. Waitzfelder under the fibre silk schedule.

The Association urged the retention of the American Valuation Plan as the only sound basis upon which the Tariff could be fixed, and asked the Senate to increase the rates so as to afford the Industry reasonable protection.

The Committee had prepared itself with detailed and accurate figures concerning production cost in the several European countries, which were principal competitors in Knitted Outerwear and Mr. Phoenix ably pointed out that with an average wage of about 40c per hour paid to knitters, the Industry would be wiped out if not protected against labor receiving a maximum of 4c per hour as is the case in Germany, Austria and Czecho Slavakia.

It was pointed out, too, by Mr. Phoenix that the yarn cost was twice as much here as in any Central European country, and that the Industry should be protected against that lower cost as well.

The needs of the Industry were clearly shown by exhibits of knitted outerwear, some articles of which were foreign made, the cost of which was shown and the respective costs of which in this country were also made clear to the Senate Finance Committee. Likewise domestic garments with their cost of manufacture were exhibited together with figures showing what it would cost to produce these garments on the basis of Central European labor and material cost.

The amount of protection requested was fixed at a figure which though not fully protective was nevertheless arrived at with two things taken into consideration.

1st—The probable adjustment of labor costs here and (2nd) the improvement in foreign exchange.

With these two items taken into consideration the Industry requested the following rates:

On knitted garments of all kinds of which wool is a component part, if valued at less than $1.50—30c per pound and 35 per centum ad valorem; if valued at more than $1.50 and not more than $3.00 per pound, a duty of 36c per pound and 42 per centum ad valorem; if valued at more than $3.00, a duty of 36c per pound and fifty per centum ad valorem.

It might be well at this point to have members recollect just what has been accomplished thus far.

It will be remembered that when the Tariff Committee of this Association appeared before the Ways and Means Committee of the House last February, they made two requests, one for separate classification and the other for rates 10% higher than
accorded hosiery and u

Hosiery and Underw
as Knit Goods had
ceived proper protecti
some time past, and t
known as knitted o
included in the clas
knit goods.

Nevertheless, there were conditions which made it necessary that Knitted Outerwear receive a higher rate of protection than hosiery and underwear, and, therefore, the Association sought both separate classification and the higher rate.

At that time an exhaustive brief was prepared pointing out reasons for both these requests and it is a matter of record that both requests were granted and in the tariff bill as reported by the House, Knitted Outerwear for the first time in its history received a separate classification in tariff schedules and received a rate somewhat higher than hosiery and underwear.

Members were all supplied with copies of the Tariff Brief as presented to the Ways and Means Committee and it might be well for members to read that brief again and acquaint themselves with the needs, status and growth of their Industry.

The rates accorded in the Fordney Tariff Bill, however, were grossly insufficient to properly protect the Industry and it was for that reason that the Tariff Committee of the Association felt it necessary to request of the Senate Finance Committee an increase in rates that would better serve to properly protect the needs of this growing industry.

The Tariff Committee has laid particular stress on the retention of the American Valuation Plan in the Tariff Legislation, because it was felt by the Committee in preparing its brief that without American Valuation it will be difficult to fix rates that would be protective.

As one member of the Committee put it, "We know what wages are being paid to knitters in Europe. We know what yarn costs there, and we know that unless we are properly protected, by rates based upon the American Valuation there won't be any wages paid to knitters here, nor any yarn bought here because of the amount paid abroad for their material and labor."

Members will be kept advised from time to time as to development of this most important matter.

TO reach Buyers the trade journal offers the most effective medium.

*The journal of **your** trade*
is

Sweater News
and
Knitted Outerwear
321 Broadway
New York

338.405
NAT

Commerce R R

UNIVERSITY OF ILLINOIS LIBRARY
MAR 7 1922

December 27, 1921

BULLETIN

NATIONAL Knitted OUTERwear ASSOCIATION

Listen, You who Doubt—

No one ever made a "Success" of anything while crying "It can't be done—It can't be done." You've got to think it can if you want to put it over. Our Advertising Campaign WILL be a Success!

Letter from President A. S. Waitzfelder to Editor of Sweater News

December 17, 1921.

Mr. Godfrey M. Lebhar, Editor,
Sweater News and Knitted Outerwear,
321 Broadway,
New York City.

Dear Sir:—

I have read with great interest your editorial article opposing the American Valuation plan in the pending Tariff Bill.

In view of your statement at the commencement of that article, that you believe the National Knitted Outerwear Association, in favoring this plan, is making a mistake, it might not be out of place for me, as President of the National Knitted Outerwear Association, to correct certain erroneous impressions, which you have in relation to this plan.

You state your three reasons for opposing the Fordney Bill, which is based on the American Plan, are as follows:—

First—"It will not give us any greater measure of protection than could be attained by a tariff law framed on the basis of foreign valuation."

The aim of this plan, was not to obtain any greater measure of protection, as under either plan the aim is to give only sufficient protection to cover the difference between the cost of protection here and abroad and under either plan, the duties would be assessed with that object in view.

Under the American Valuation Plan, however ,the full duties intended would be collected, whereas under the present plan, they often are not.

Second—"It will introduce evils which a tariff law formed under the basis of foreign value would not involve".

You utterly fail to substantiate this statement as explained more in detail hereafter, and you lose sight of an important evil, which the new plan would remedy, namely, a positive and more easily ascertainable basis of value than the present plan. In view of the almost insurmountable difficulties of ascertaining the true foreign value in the very many countries from which we import, the American value would be very much easier ascertainable.

Third—"Because of the opposition it has aroused—whether justly or unjustly is immaterial—there is little prospect of securing the relief needed as speedily as if American Valuation is insisted upon, as if a new bill were to be framed on the more familair foreign valuation basis."

If the line of reasoning indicated in this objection, namely; (that because an improvement is difficult to obtain, that it therefore should not be attempted) was generally adopted in the affairs of the world, progress would be stopped and stagnation would result.

We are surprised that in this age of progress anybody should advance such an argument, as a reason for not attempting improvement.

Better to have a matter of this importance settled right, even if it takes longer.

As a matter of fact, however, the scrapping of the American Valuation plan, as you suggest, would not expedite the enactment of the new tariff law, but would have just the contrary effect, as it would mean starting in again from the beginning and rewriting the entire law, as new rates would have to be assessed on the foreign valuation of every article in place of the rates which in the pending bill are based on the American Valuation.

In enumerating the evils which you allege, the American Valuation plan would entail, you specify them as follows:—

"American valuation would unnecessarily limit our imports."

In elaboration of this reason, you refer to the fact that the new system would make importation increasingly difficult, because of the delay and expense which would attend every shipment, because the experience and precedents which have been developed in the past, would have to be scrapped.

In the past, there has been no serious attempt made to acertain the true foreign values. Millions of dollars have thereby been lost to the Treasury Department and large quantities of merchandise have been imported, which might otherwise have been manufactured in this country, with the result of depriving American capital and labor of employment.

If serious and continued atempts had been made to ascertain the foreign values of these importations, the delay and expense would have been very much greater than will be the delay and expense in ascertaining the American value of importations.

Second—"It would result in higher duties on certain products than the lawmakers intended."

You refer under this heading, to articles which we do not produce ourselves, claiming that each successive shipment, plus the duty, would tend to make our wholesale price (and hence the American value) higher than it was before.

The only article which you specifically name in this connection is "Coffee".

The most superficial examination of the present tariff, would show that "Coffee" is free of duty, and also in the proposed tariff bill, it remains free of duty.

How then would the American Valuation result as you claim, in higher duties on an article like "Coffee" which is on the free list.

It seems to the writer, that when critics undertake to condemn the work of people like Congressman Fordney and his Associates, who have made a life long study of tariff matters, and whose work has been endorsed by careful students of tariff, like the Tariff Committee of the National Knitted Outerwear Association, that they should at least take the trouble to acquaint themselves with basic facts and not make such an absurd statement that the duty on an article which remains on the free list, would be increased by Ameriacn valuation.

Aside from your unfortunate "Coffee" illustration, as regards other articles not made in this country, you obviously overlooked the fact that if the American value on any article was advanced, as you claim it would be by the above method, it would result only in giving additional advantage to the foreign articles.

A single illustration will serve to make this matter entirely clear.

Suppose that the American value of an article is $1.00 and the rate of duty is 30%, the foreign export price being 70 cents. The duty (30% of $1.00) added to the foreign value of 70 cents would equal the American Valuation of $1.00. Imports of this article would be possible, therefore, upon a competitive basis.

But assume that, according to the allegation just cited, the American manufacturers could and would increase their price to $1.10, for the purpose of making the amount of duty larger. The duty would then be 30% of $1.10, 33 cents, which, added to the foreign price of 70 cents, would be $1.03; the foreign article could, therefore, be imported for 7 cents less than the increased American price. For every cent that the American producer would increase his price, the duty would be increased 3/10 of 1 cent, but the foreign competitor would be given a competitive advantage of 7/10 of 1 cent. This example shows how absurd it is to suppose that the domestic producer would derive any advantage from increasing his price for the purpose of increasing the duty. He would thereby always and inevitably increase his own competitive disadvantage.

Entirely aside from this complete refutation by the simple process of arithmetic, common sense tells us that if the maker could successfully sell his product for a higher price and was willing to do so, he would already have done it. The restraining influences—domestic competition, fear of lessened sales, etc.—against increasing the price, would not be removed nor be in any way affected by the adoption of the American Valuation Plan, so long as the duty primarily established by the Act was no more than it would have been if expressed in the terms of foreign valuation.

Third—"It means the imposition of duties which are actually higher than they appear to be." In explanation of this claim, you state that special interests are enabled to secure prohibitive protection which public opinion might not tolerate if the actual situation were properly known."

In view of the fact that amount of duty depends on two factors, namely, the value and the rate, there is no merit in this argument, if the rates, as they are intended to be, are based on the American value at such lower rate as would produce the same amount of protection ,as would be produced by a higher rate, based on the foreign value.

If the rate on any particular article in the Bill is too high, that is the fault of that particular rate and should be corrected but is no way due to the American Valuation Plan.

You have devoted a large part of your article to knocking down "men of straw" set up by yourself, in the shape of reasons which no well posted advocate of the American Valuation Plan has advanced.

To illustrate, you endeavor to prove that the American Valuation Plan would not overcome the fact that a duty which would be sufficient to furnish proper protection against the lowest cost purchasing countries, would not be prohibitive against higher cost producing countries. This is obvious, and no plan of valuation would achieve that result.

The American Valuation Plan, however, would have an advantage in that respect over the foreign valuation plan, as under the latter, the lowest cost producing countries pay the highest duty, whereas under the American Valuation plan, they would all pay the same duty.

To sum up; The main object of the American valuation plan, is to have duties based on values which can readily be ascertained in this country, through proper available channels, instead of having them based on foreign values, which have never been properly ascertainable, and to avoid continuing to delude ourselves with the belief that we are obtaining the revenue and protection which a tariff bill aims to produce on the various articles but which has never been checked back and which it is admitted in many instances have not been produced

It is the same as if a business concern were to estimate at the beginning of the year that certain prices for their products would produce a certain profit, but never took steps to check back and ascertain whether such profits were actually produced or not.

Very truly yours,
A. S. WAITZFELDER, *President.*
NATIONAL KNITTED OUTERWEAR ASSOCIATION.

Mr. Lebhar's subsequent letter and Mr. Waitzfelder's reply thereto, will appear in a subsequent issue.

TO reach Buyers the trade journal offers the most effective medium.

The journal of ***your*** *trade is*

Sweater News
and
Knitted Outerwear
321 Broadway, New York

338.405
NAT

Commerce B

January 3, 1922

BULLETIN

NATIONAL Knitted OUTERwear ASSOCIATION

UNIVERSITY OF ILLINOIS LIBRARY
7 1922

Are you waiting to see "What Happens"?
Suppose everybody laid back and—waited?—how far could we get?—We need faith—We need courage—To forge ahead and achieve the big things we desire!

ADDRESS OF
PRESIDENT A. S. WAITSFELDER
of the
NATIONAL KNITTED OUTERWEAR ASSOCIATION RECENTLY DELIVERED AT A MASS MEETING OF THE KNITTED OUTERWEAR AND ALLIED INDUSTRIES IN THE EASTERN DISTRICT

Mr. Chairman and Gentlemen: In view of the very great and vital importance of the matter which has brought us together this evening—important not only to each of you as manufacturers and to our industry as a whole, but also of importance to the economic and industrial welfare of this country—I shall make my remarks so plain, clear and simple that no intelligent person will misunderstand them, and so frank and fair and candid that no honest man will misinterpret them. After I have finished my statement, I shall be very glad to answer questions from anybody desiring to ask them, or to furnish any further information that may be desired.

In the first place, what is a tariff? As most of you know, a tariff is a tax or duty imposed by a certain country on all articles imported into that country from other countries, the money so obtained being devoted to paying the expenses of that government, and thereby to that extent reducing the taxes necessary to be raised from other sources. In this country there are three basic forms of import duties: first, the so-called advalorem duties, which are bsaed on the value of the merchandise—a certain percentage on the value; second, the so-called specific duties which are based on either weight or measurement or quantity—so much a pound, so much a yard, or so much a dozen. These specific duties are found advisable on the more staple kind of merchandise in which variations between the different grades are comparatively small. The third class of duties is what are called "compound" duties, being a combination of both the advalorem and the specific duties, and are used mainly on such manufactured articles on which raw materials used therein also pay a duty, and a specific duty to compensate for that is assessed on the manufactured article, and in addition an advalorem duty for the purpose of revenue, and incidentally for protection. All duties are either those three or a modification thereof.

Now, in regard to the policies advocated in this country as to the objects to be aimed at in assessing duty, there are three principal schools of thought; first, the free-trader who believes that the interchange of commodities between the different countries should be free, should pay no tax; that the taxes for the support of the government should be derived from other sources. In this country the advocates of that policy are comparatively few, and at present they are not represented in any political party, and, therefore, that phase needs no further consideration from us at this moment.

The second school of thought includes those who are in favor of a tariff for revenue only. That policy is represented by the Democratic Party. They believe that every duty should take into consideration only such rate as will produce the greatest revenue for the government, irrespective of protection or any other consideration. The theory was embodied in the present Underwood Tariff which was enacted in 1913. The author of that tariff explicitly stated that he would put on each article the rate which he thought would bring the greatest revenue, irrespective of any other consideration, and in following out that idea in many instances the rate on the raw material was higher than the rate on the manufactured product, made therefrom, thereby in those instances not only not giving any protection to the American manufacturer, but actually discriminating against him and putting a premium on the importation of those foreign goods.

The country commenced to feel the effects of this tariff in 1914. All of you can remember the state of business during that year, but, as my distinguished predecessor here said, the country never felt the full bad effects of that tariff on account of the intervention of the World War and the practical stoppage of manufacturing abroad, so that this country was able to produce almost its entire requirements. Recently, however, we have again commenced to feel the bad effects of that policy through the large importation of goods from Central Europe. Instance after instance has come to light where buyers who have been in the habit of placing orders in this country refrained from doing so, sent their various buyers abroad, and orders were placed in Europe on account of the goods being able to be brought here below the cost of production in this country.

The third school of thought, in regard to the policy which should be followed in tariff, is in favor of a tariff for protection to the American manufacturer and to American working people. This policy is one of the basic tenets of the Republican Party, which is now in power, and the present Congress is at the moment engaged in writing a tariff based on that principle of assessing duties at a rate sufficient to cover the difference between the cost of production in foreign countries and in this country, so that merchandise can come to the custom house here with duty added at no less—and presumably no more—than similar merchandise can be produced in this country.

In undertaking this task the Committe on Ways and Means of the House of Representatives, whose duty it is to take the initiative in the formulation of a tariff bill, came face to face with a basic defect in previous systems, even of so-called protective tariffs. Heretofore the value on which advalorem duties have been based was the foreign value of the merchandise—what the goods cost to produce and were sold for in foreign countries. I say to you, gentlemen, this principle is wrong in theory and pernicious in practice. It represents one of the most inoperative laws that have ever been placed on the statute books, and for reasons which I will show you presently.

According to tariffs based on foreign value, the merchandise is supposed to pay a duty on the value of the goods when sold in wholesale quantities in the principle markets of the country in which they are produced at the time of exportation. As you all know, no serious or continuous steps have even been taken by this government or any official thereof to ascertain what those foreign values really were at the time of exportation. They have simply taken the invoice price as "prima facie" evidence of that value. As a result of that policy, millions of dollars have been lost annually to the United States treasury, and thousands of employees have been deprived of employment in this country who might have been producing similar goods, through the undervaluation of this imported merchandise.

This undervaluation is of two classes; intentionally fraudulent undervaluation, where it has been to the interest of the dishonest foreign exporter or the dishonest American importer to undervalue the merchandise for the sake of the saving in duty; and second, the unintentional undervaluation due to lack of knowledge as to what the value of the merchandise was at the time of exportation. This latter form increased recently through the rapid rise in the mark value, or the kronen value, or the ruble value of the foreign merchandise, because we all know that as the value of the currency of a country falls the value in the foreign country of that merchandise will rise, but not as quickly or not to the same extent as the currency falls, and I venture to say that during the last few months much merchandise has been exported from Germany and duties collected on the invoice value, whereas the true value at the time of export may have been 25, 50, or in many instances 100 per cent higher than the value represented on that invoice.

It has been a physical impossibility for this government to ascertain the correct foreign value at the time of export. It is true that to every invoice there is attached a consular certificate, on which is printed that the consul certifies to the best of his knowledge and belief that the value stated on the invoice is correct. We all know who perfunctory such a statement is. Take a busy Port of Export through which thousands of items may pass annually,—how is it a physical possibility for the consul at any of those ports with the small clerical force at his disposal, to acquaint himself even superficially with the value of all those various items? And even if an assiduous consul were to attempt it, imagine what handicaps and detriments and delays would be put in his way on the part of the foreign manufacturer if he requested access to his books for the purpose of acquainting himself with the cost of production or the value of that foreign merchandise. And even if a consul were to succeed in doing so, what would be his social life in such a country, and how impaired would be his usefulness to this country as a diplomatic representative thereof? It might even and probably would result in endangering his retaining his position in that country.

Therefore, the method pursued for generations past has been to have that part of the law in regard to the foreign value treated practically a dead letter, inoperative and without effect. How much easier would it be for this government to ascertain the value of that merchandise in this country, where they have the government with all its officials and administrative bodies at its disposal and can obtain whatever information it desires.

The value on which a duty is assessed is of equal importance to the rate. It is, however, only recently that the very bad effects of this policy of foreign valuation have been principally felt. When the present tariff law was framed and certain rates of duty were provided, it was with the idea of having those duties collected on the basis of values then existing. The value of goods which came from Germany at that time, was based on the value of 23.8 cents to the mark. What portion of that duty is being collected today with the mark worth approximately one-half cent? No tariff can be enacted based on shifting ground, not knowing the value of the currency on which it will be figured either from the standpoint of revenue which is sought to be provided, or from the standpoint of the protection which it is aimed to give the domestic manufacturer.

It was in view of that state of affairs, that the Chairman of the Ways and Means Committee, Congressman Fordney and his associates, with the advice and approval of prominent customs officials, decided that the only way to write a protective tariff bill, which would really be effective and operative and workable from either the standpoint of revenue or from the standpoint of protection, would be to base the ad valorem duties on values which were ascertainable, namely, American values. The committee accordingly framed and passed a bill based on American Valuation. The bill was passed by the House of Representatives by a majority of approximately two to one. It was then referred to the Senate Finance Committee, who after holding extensive hearings on the subject decided by a marked marjority in favor of the bill as passed by the House of Representatives based on American Valuation. It was then that those people who thought their special interests would be hurt by the enactment of a fair tariff, based on American values, which would give real protection, woke up, and by the most far-reaching and insiduous propaganda that this country has ever experienced, they have raised a storm of protest which has raised sufficient doubt in the minds of certain Senators as to make is uncertain whether or not this form of valuation will be adopted. That is the situation, which we are about to face and which it is up to us to handle in ways which may seem to us most effective.

I shall tell you briefly the advantages of American Valuation as compared to foreign valuation, and I will then touch upon some of the arguments which have been advanced against American

Valution. The first advantage is that American values are much easier of ascertainment than foreign values for the reasons that I just mentioned—having the machinery of the government at its disposal here to ascertain wholesale selling prices, and if necessary the cost of production.

The second advantage would be that it would reduce the present advantages of low cost producing countries against higher cost producing countries. At present based on foreign value, a country which can produce an article, such as Germany, lower than the same article or a similar article can be produced in a country like England—for example, the mufflers shown you by Mr. Worms—the lower cost producing country would pay a lower duty giving it a still further advantage against the country where the higher cost would cause a higher duty. While American Valuation would not entirely overcome that, it would nevertheless minimize this evil to the extent that the duty from both of those countries would be the same based on the American value, instead of giving an advantage as at present to the lowest cost producing country.

The third advantage would be that when the cost of an article is reduced in a foreign country either through lower labor costs or through decline in exchange, on the foreign valuation plan the duty would also be reduced, whereas under the American Valuation Plan the duty would remain the same, and not as in the old plan give such country an added advantage.

And the fourth and most important advantage is that in writin a tariff bill Congress would know that the duties which were intended on every article, would be produced and actually paid into the treasury, and be able to work on a productive basis instead of writing a bill not knowing what portion of duties might not be produced through depreciation or demoralization of foreign exchanges.

At the outset of my address I stated that I intended to be fair and impartial. In compliance with that promise, I will state for your information some of the principal arguments which have been advanced by opponents of the American Valuation Plan. It will be impossible for me to advance all of them ,as some of them are not worthy of being dignified by the name of arguments but are simply put forward for the purpose of beclouding the main issue. I will refer, however, to those which are most commonly advanced and which are superficially plausible. First: that it will be prohibitive through increasing duties. Now, no more false argument has ever been advanced than that, because a duty depends on two things, as I said before: the base and the rate. If the base is higher the rate should be made and is intended to be made proportionally lower, so that the result will be the same. To illustrate—take this chair. Say it would cost $5 to produce in this country; that it can be produced and landed from a foreign country at the custom house for $4. If you base the duty on the foreign value gf $4 the duty necessary to put on a competitive basis with this country is 25%. 25% of $4 being $1. If you desire instead of basing it on a foreign value to base it on the American value of $5 by putting the duty of 20% onthe American value of $5, instead of 25% on the foreign value, it produces the same duty of $1, making the landed cost $5. Consequently, the argument that American valuation increases the duty is a fallacious one, and it was the intent of the House, in framing the bill, to make the rate sufficiently lower on the American value so that the resultant duty would be the same, as if based on foreign value. If in any instances they have erred through making the duties too high, the bill is subject to amendment in the Senate. The point, however, is that the basis of valuation does not increase the duty, provided the rate is made such as will produce the same result.

The second argument advanced by opponents against American valuation is that it will increase uncertainty. By that they probably mean that fluctuations in value in this market might be such that the importer would not know what the duty might be at the time he buys the goods. I think they will find that the facts show just the opposite: that there have been very much greater fluctuations in the value of foreign merchandise than there have been in the fluctuation of merchandise in this country, taking both either in normal times or taking both in the recent abnormal times. In either case the fluctuations in the value of foreign merchandise has been much greater than the fluctuations in value of domestic merchandise. And, furthermore, if they mean by this uncertainty that at the time they place their order they don't know what the goods will cost landed, that would be equally true under the old system of foreign valuation, because the duty they have to pay is not based on the price at which they place their order but is based on the value of the merchandise at the time of exportation, which may be months later when the foreign value might be greater or less. Consequently, there would be no greater uncertainty, if anything less, through basing the values on American Valuation instead of on foreign values.

The third argument advanced by opponents of this American Valuation is that it will delay importations by which they probably mean, that it will take longer to get the goods passed through the custom house on the account of delay in finding the value. That is true to the extent that if the present plan was followed of not ascertaining the foreign value at all but simply taking the invoice value as representing the price, it requires very little delay in passing the custom house, but that is simply letting the law remain practically inoperative whereas, after the original basis of values is ascertained in this country, on most of the leading commodities, the passing of invoices will be comparatively simple. In any event it will be much simpler than if they made a real honest-to-goodness attempt to ascertain what the foreign values actually were. That would delay the importations very much more than ascertaining the values in this country.

A fourth argument advanced is that it will pyramid duties. That is one of the most befogging and fallacious arguments ever advanced against any proposed law. Let us consider it from two standpoints: first, pyramiding of duties on merchandise similar to goods manufactured in this country; second, pyramiding of duties in regard to goods not similar to those manufactured in this country. So far as goods similar to those manufactured here are concerned, it would be diametrically opposed to the interest of the American manufactures to attempt to advance their prices for the purpose of increasing the duty, because if, for instance, the duty on a certain article was 25% on the American value, then for every dollar they advanced 25% of that, giving the importers 75% additional advantage, and at any other rate it would operate similarly. They would simply be increasing the disadvantage which the American manufacturers would have against the foreign manufacturers and it would, therefore, be absolutely out of the question and impractical.

So far as goods which are not similar to goods which are made in this country are concerned, the idea of pyramiding if followed out analytically would lead to "reductio ad absurdum". The theory of American valuation is that after the duty is once added to the foreign value and the American value thereby ascertained, that would remain the American value permanently, as a basis for the assessment of further duties to be added to the foreign value, unless in cases where the foreign cost of production should change either upwards or downwards, in which cases only the American value would change accordingly. For instance, if a foreign article costs a dollar and the rate of duty is 25%, bringing the American value to $1.25, the $1.25 would remain the permanent American value on this article, on which the 25% duty would be assessed forever, and not pyramided as some of the opponents of the American Valuation seem to fear. A careful reading of Section 402 will show that the Committee on Ways and Means had that very thing in mind leaving to the administrative branch of the government the ascertainment of American value either inclusive or exclusive of the foreign duty.

Now that, gentlemen, answers briefly the principal arguments which have been advanced against the American Valuation. This system of American Valuatoin is opposed mainly by four classes of people; first, the importers. Their reason for opposing it is self-evident. Their business depends on bringing in foreign merchandise. The second class is the importing retailer. He has a double motive in opposing it—first, through his importations he is substantially on the same basis or a better basis than the American manufacturer and second, he has a decided advantage over a competing retailer who does not import through being too small or not having the facility. He already has him beaten by the importer's profit, which he himself makes when importing direct. The third class of opponents is the merchants who have been influenced by these large importing retailers and their propaganda, and who have failed, first, to understand what American Valuation means, and second, to see the joker in the proposition that if American Valuation is defeated it will continue to give these larger importing retailers a decided advantage over them, of selling their goods for so much less than they could through saving the importer's profit.

The fourth class of opponents consists of those sincere theorists who, either through lack of complete knowledge of tariff conditions and the factors which enter therein, or who have been beclouded by the noise and arguments raised by these importers and the importing retailers and their agents, have therefore honestly opposed it without giving it the analytical consideration which it deserves. As a result of this extensive propaganda which has been raised against American Valuation, Congressmen and Senators have received piles of letters from the country merchants who have been influenced to send them through this propaganda, and comparatively few from the manufacturing interests or those who approve of the American Valuation as being to the best interests of the country. Congressmen and Senators are only human beings and are naturally desirous of carrying out the wishes of their constituents as they see them, and receiving this large amount of correspondence from one source and comparatively little from the other, it is easy to see that doubts have been raised in their minds, perhaps against their better judgment, as to what their course should be. This propaganda must be combated by us.

The only way to do it, if you don't want to have your business jeopardized, and have your mills idle wholly or part of the time, is for each one of you to get busy and see to it that letters from your respective firms, as well as from your employees whose jobs are in danger, are sent to the Republican Senators on the Finance Committee, as well as to the Republican senators from your own states, stating your views in regard to this proposition. The mere fact of your sitting here this evening and listening to these different addresses, even if you are convinced thereby, or the mere fact of passing resolutions alone will mean nothing. It is up to you gentlemen to decide whether or not this matter is of sufficient importance to you, so as to be able to produce goods to fairly compete against foreign goods, and thereby keep your factories running, and your people employed, at American prices of labor, or not.

One of three things is going to happen; either your mills will be partly shut down through the market being flooded with foreign goods, or second, your labor in this country will have to work on the basis comparatively of labor in Europe which is unthinkable, or third, American Valuation must be the basis for a proper protective Tariff. Statistics recently gathered by the Industrial Wage Commission show that in the principal European countries which manufacture knit goods, such as Germany, Austria, and Czecho-Slovakia, skilled female labor receives at present the equivalent in American money of 3 cents an hour, and skilled male labor 4 cents an hour,—compared to 30 to 35 cents in this country for female labor, and 50 to 60 cents an hour for male labor. So you can readily see what is going to happen unless this tariff is adjusted on a basis which will mean real protection. I trust you gentlemen will do your share. I thank you. (Applause.)

TO reach Buyers the trade journal offers the most effective medium.

*The journal of **your** trade is*

SWEATER NEWS AND KNITTED OUTERWEAR

321 BROADWAY, NEW YORK

N 338.405
NAT

Commerce R R

January 11-18, 1922

UNIVERSITY OF ILLINOIS LIBRA
MAR 7 1922

BULLETIN

NATIONAL Knitted OUTERwear ASSOCIATION

We're going right ahead.

Dreaming about doing anything may be all right but you've got to wake up and DO it if you want the world to know.

Watch the live ones make "knitted OUTERwear deserve the Preference!"

REPLY OF ALBERT S. WAITZFELDER, PRESIDENT OF THE NATIONAL KNITTED OUTERWEAR ASSOCIATION TO A LETTER FROM GODFREY M. LEBHAR, EDITOR OF SWEATER NEWS.

Jan. 11th, 1922.

Mr. Godfrey M. Lebhar,
c/o Sweater News and Knitted Outerwear,
321 Broadway,
New York City.

Dear Sir:

An analytical perusal of your letter of Dec. 19th, 1921, printed in the January issue of "Sweater News," alongside of my letter of Dec. 17th, 1921, (written in refutation of the arguments advanced in your editorial article in the December issue) and purporting to be a "reply" to my letter, utterly fails to adequately answer a single refutation of your arguments.

Instead of even attempting to justify your arguments, against my specific refutations thereof,

1st— You devote a large portion of your letter to an attempt

(Cont. on Page 10, Col. 1)

December 19, 1921.

Dear Mr. Waitzfelder:—

Although your letter of the 17th and that of Mr. Fordney, to whom you sent a copy of our editorial, waste a lot of space quibbling over the "unfortunate" coffee illustration we used and make no effort to meet the point which the "unfortunate illustration" clearly enough presented, we are glad to print both your letters in full.

We are particularly glad to print your own letter because it presents the first clear-cut admission of an advocate of American Valuation that:—

(1) The aim of the American valuation plan is not to obtain any greater measure of protection than could be obtained under foreign valuation.

(Cont. on Page 11, Col. 2)

(Con. from Page 9, Col. 1)

to justify the propriety of "Sweater News" having editorially opposed the views and aims of the National Knitted Outerwear Association.

Neither in my letter, nor at any other time, have I expressed any opinion on this point. I felt that your method of attack in this respect was a matter of ethics, to be decided by your own conscience and sense of propriety.

2nd— You attempt by quoting "incomplete" extracts from my letter to show a difference of opinion between Mr. Phoenix and myself, which a perusal of my letter and his published views, will show does not exist.

(a) You quote from my letter:—

"The aim of the American valuation plan is not to obtain any greater measure of protection than could be obtained under foreign valuation."

You omit, however, the following very important addition to my statement:—

Under the American Valuation plan, however, the full duties intended would be collected, whereas under the present plan, they often are not.

(b) You quote from my letter:

"American valuation will not overcome the fact that a duty which would be sufficient to furnish proper protection against the lowest cost producing countries would be prohibitive against higher cost producing countries."

Again, you omit my very important addition to that statement, as follows:

"The American valuation plan, however, **would have an advantage** in that respect over the foreign valuation plan, as under the latter, the lowest cost producing countries pay the lowest duty and the highest cost producing countries pay the highest duty, **whereas, under the American valuation plan, they would all pay the same duty."**

This latter statement, conforms **exactly** with Mr. Phoenix's published views, and your omission thereof, in an attempt to show a conflict of views, is to say the least, surprising.

Both Mr. Phoenix and myself agree in our statements that American Valuation will not **eliminate** the entire advantage of lower cost producing countries, but will greatly **reduce** their present advantage over higher cost producing countries, through causing **all** countries to pay the same duty.

3rd— You utterly fail in your letter either to attempt to answer any of my specific refutations of your Arguments, or to advance any refutations of Arguments advanced by me.

Are not your readers therefore justified in assuming that you tacitly admit the fallacy of your arguments against the American Valuation plan, and that you have no valid criticisms against the strong reasons advanced in favor thereof?

Regarding your reference to my omission to answer your argument that the effect of the American valuation plan would be to pyramid the duties in the case of articles not manufactured in this

Country, this argument is so absurd that I did not take it seriously..

A more plausible, although fallacious argument, which has been advanced, is that duties might be pyramided on articles similar to those which are manufactured in this Country, through American Manufacturers advancing their prices for that purpose. This latter argument, I fully answered in my letter and showed its impracticability.

So far as pyramiding duties on the comparatively few articles, which are **not** comparable to those manufactured in this country, the only logical intent of the Act, as shown by a perusal of Section 402, is that on such articles, in the few cases, where it may be necessary to resort to obtaining the American value, by adding the duty and shipping expenses to the foreign value, the American value thus arrived at, shall constitute the **permanent** basis for future assessment of duty, unless and until there should be a change in foreign values of such articles. Any other interpretation would be ridiculous.

We claim that the American Valuation plan has the following advantages over the present plan:

First— It will prevent the undervaluations which occur under existing plan, whether intentional or unintentional.

Second— It will result in an **operative** Law, through values, in this Country being ascertainable, in place of the present **inoperative** Law, through foreign values not being practically ascertainable, and no serious or systematic attempt being made to ascertain them.

Third— It will **reduce** the present unfair advantage, which low cost producing countries have over higher cost producing countries, through causing all countries to pay the same duty.

Fourth— It will eliminate the present disadvantage of the amount of duty being dependent upon the varying value or depreciation of foreign currencies, which has heretofore resulted in favoring those countries, whose currencies have depreciated the most.

Fifth— It will result in the Treasury receiving the full amount of duty intended by Congress.

Sixth— It will give American industries the full amount of protection, which Congress deems adequate.

For these reasons, we are aggressively advocating the adoption of the American Valuation plan, in the firm belief that it will prove to be for the very best interests of the entire country, whether viewed from either a moral, economic or industrial standpoint.

Very truly yours,

Albert S. Waitzfelder,

President.

NATIONAL KNITTED OUTERWEAR ASSOCIATION.

(Con. from Page 9, Col. 2)

(2) American valuation will NOT overcome the fact that a duty which would be sufficient to furnish proper protection against

the lowest cost producing countries would be prohibitive against higher cost producing countries.

When, however, you say that these points are "obvious" and that no "well-posted advocate of the American valuation plan" has ever denied them, you hit our good friend, Mr. John J. Phoenix, squarely between the eyes, because he is one of many American valuationists who are constantly striving to get across the notion that one of the effects of American valuation would be to overcome the manufacturing advantages which countries like Japan, China and Germany enjoy as against countries like England, Canada and France.

In the house-organ which his firm publishes, Mr. Phoenix recently undertook to answer the question "What is American valuation?" In that article, Mr. Phoenix said:—

"The ad valorem rates in the past have always favored the country having pauperized labor as against the country whose labor most nearly approaches the American wage-standards."

Isn't that a clear implication that, under American Valuation, ad valorem rates would NOT favor the country having pauperized labor, and yet you now admit, as every "careful student of the tariff" like yourself must necessarily admit, that "NO valuation plan would achieve that result."

But Mr. Phoenix did not leave the point to implication. Continuing, he said:

"To illustrate, an article made in England at, say, a valuation of $1, and, under the old tariff system subject to 50 per cent duty, would pay into the United States Treasury 50c. duty. The same article made in Germany at a cost, say, 75c., would pay into the Treasury, 37½c. Now comes Japan making the same item at, say, 50c., and it would pay into the Treasury 25c. duty. Thus we have illustrated the discrimination on the part of the United States against England in favor of Germany and Japan. . . . But the American Valuation plan will make the importer pay the same duty, irrespective of the country of origin. This will equalize the opportunities of foreign countries in the American market as far as the United States Government can go. In other words, the article above referred to if imported from England would pay the 50c. duty, if imported from Germany would pay the same 50c., and if imported from Japan would pay the same 50.; hence the Treasury would receive an equal amount on each of these items, regardless of the country of origin."

What Mr. Phoenix failed to point out—but which you say is perfectly obvious—is that if the 50c. duty referred to were high enough, in the case in question to protect us against Japan—which would be the case only if we could produce the article in question at $1—then the 50c. duty would shut out England and Germany, and the Treasury would receive NOTHING from England or Germany while our markets would be flooded with Japanese goods. The way American valuation would "equalize the opportunities of foreign countries in the American market" to use Mr. Phoenix's expression—would be by shutting out the products of all nations except those of the nation that could produce them cheapest.

The truth of the matter is, as we stated in our editorial and as you admit, that "no plan of valuation" will overcome the manufacturing advantages which low-cost producing countries enjoy as against high-cost producing countries.

And yet, upon the strength of such fallacious argument as this, manufacturers' associations, all over the country have fallen over themselves in the eagerness to endorse the American Valuation Plan!

The usual program of the American valuationist has been, as you are no doubt aware, to paint a harrowing picture of labor conditions abroad, to contrast it with the high wage-standards prevailing in this country, and then at the close of an impassioned appeal to the selfish interests of the audience, to produce from one vest-pocket a pen-knife said to have been sold in Germany for 9c., and, from the other vest-pocket, to produce a sales-slip purporting to show that the pen-knife was sold by a Chicago department store for $5. Then, taking advantage of the dramatic climax presented by that demonstration, the speaker has asked the audience to endorse the American valuation plan, and the endorsement has usually been instantaneous. By the same token, if the speaker had asked the audience to endorse the Swedish system of calisthenics, the Pitman School of Shorthand or the Einstein theory of relativity, the endorsement would have come through just as readily—and with as little logical foundation.

The fact is, as you and other "careful students of the tariff" realize but don't always attempt to pass on to the layman who is not a "careful student of the tariff," that the question at issue is not whether we should have a protective tariff, but whether the protective tariff we should have should be based on foreign valuation or American Valuation, and so far as that issue is concerned it doesn't help a particle to exhibit samples of low-cost foreign merchandise, because, as you admit, the aim of American Valuation "is not to obtain any greater measure of protection" than could be obtained under foreign valuation.

You have attempted to answer some of the objections frequently raised against American Valuation but which we did not advance, and you have failed to answer some of the arguments we did advance, preferring to run off at a tangent because of an "unfortunate illustration" we used. It is significant too that Congressman Fordney followed the same tactics and left unanswered one of the substantial reasons we advanced for our opposition to his measure.

The point which you both left completely unanswered was that in the case of articles not manufactured in this country, the American Valuation plan would not work out satisfactorily because its effect would be to pyramid the duties and eventually shut out the products entirely. To illustrate what we meant by articles "not manufactured in this country" we instanced coffee, oriental goods, etc. It happens that coffee is on the free-list, and should not therefore have been chosen as an illustration, but despite the fact that we might just as well have instanced linen damask—which is not manufactured in this country and is protected by an ad valorem duty in Mr. Fordney's bill, you were both satisfied to evade the real point by enlarging upon our ignorance of the situation regarding coffee.

Suppose we had been discussing prohibition and that we had asserted that all the biggest cities in the United States like New York, Chicago, Philadelphia, London and Boston, were opposed to it. If you were taking the opposite side of the argument and were convinced that the big cities of the country were NOT opposed to prohibition, would you have been content to have pointed out that London is in England and not one of the biggest cities in the United States—allowing the maint point to go by default.

We believe that you and the other members of your Tariff Committee are sincere in your advocacy of the American Valuation plan and that you believe that it is essential not only for the interest of this industry but for the interest of the country, but we, with equal sincerity and without any selfish end to serve one way or the other, believe that the American Valuation plan would be harmful not only to the industry but to the country at large. We regard it as the editorial function of a trade journal to consider and discuss every problem which confronts the trade—which takes in the jobbers and retailers as well as the manufacturers, and the manufacturers outside of your organization as well as those in it—and we don't feel that your association or its branches should take umbrage at any editorial opinion we may feel it our duty to express, even though you don't agree with it.

We feel justified in claiming that Sweater News and Knitted Outerwear has done more to develop the trade and to bring it to the happy position it occupies today than any other single influence you can point your finger to, and we are just as anxious to insure its continued prosperity as you or any of your fellow-manufacturers can possibly be. We think the best way we can help in that direction is to maintain our editorial independence, and express our views fearlessly, even though today they may happen to run counter to the views of manufacturers, tomorrow they may conflict with the jobbers' pet ideas and the next day they may hit the retailers in their most sensitive regions.

We prefer to play no favorites. Ours is the journal of the whole trade — the manufacturers, the jobbers and the retailers. It will prove of most value to all by deferring to none. Certainly, when we believe a particular measure will be harmful to all of them we shall not hesitate to say so even though one or all of them don't share our fears. Sometimes we shall have to tread on the manufaturers' toes and sometimes on the distributors'. We shall always, however, tread as lightly as possible, because our object will always be constructive rather than destructive—helpful rather than punitive.

If we haven't convinced you that your association should abandon its advocacy of American Valuation, we hope you won't abandon it. On the other hand, until we are convinced that our opposition to that plan is not for the best interests of the trade we shall oppose it.

Sincerely yours,
SWEATER NEWS &
KNITTED OUTERWEAR.
Godfrey M. Lebhar, Editor.

FOR SALE—Foster Cotton Coner, 15 ends. Perfect condition. Very cheap. No. 429.

FOR SALE—About 500 lbs. of Navy, White, and Reindeer in 2/36 Imported Mohair Yarn. No. 430.

WANTED—McCreery Brushing Machine. No. 431.

Are You Using

Knitted
OUTERwear
deserves
the preference

the symbol slogan
of
your industry

TO reach Buyers the trade journal offers the most effective medium.

The journal of **your** *trade*

is

Sweater News
and
Knitted Outerwear
321 BROADWAY
NEW YORK

338.405
NAT

Commerce R.R.

January 30, 1922

BULLETIN

UNIVERSITY OF ILLINOIS LIBRARY
MAR 7 1922

NATIONAL Knitted OUTERwear ASSOCIATION

EASTERN DISTRICT TO HOLD BANQUET

One of the activities of the Eastern District that has become traditional, is the holding of an annual banquet and the one that is to be held will be the fourth and will be held under the auspices of this Association at the Hofbrau Haus, New York City, on Tuesday evening, February 7th, 1922, at 7 P. M.

President Rheinauer of the Eastern District has entrusted to Mr. Milton Katzenberg the Chairmanship of the Arrangements Committee and if the entertainment and social features of the last National Convention are any criterion, Eastern District members may look forward to an especially good time at the coming banquet.

In order to put it within the reach of all the manufacturers, both large and small, the price has been fixed at $5.00; but despite the low price, Mr. Katzenberg is ready to assure the manufacturers an unusually good time.

Whether because of the lowness in the price or because of the good time which can be expected with Mr. Katzenberg at the helm, reservations are coming in rapidly and since the Banquet Hall at the Hofbrau Haus is limited, manufacturers are urged to send in their reservations while accommodations can be had.

PUBLICITY

The effort and energy being expended by the various local associations in arriving at their minimum quotas for the publicity campaign is highly commendable.

It was not long after the minimum quotas were announced that the Cleveland District advised the National Association office that its minimum was assured.

Since then the other districts have been hard at work through their secretaries and executives to enlist the support of members towards this cooperative project.

From recent reports there is no question that each district will go over its quota if it has not already done so.

The meeting of the Executive Committee of the Publicity Bureau on January 23rd is expected to have a full attendance, the representatives from each district having advised the Executive Secretary of their intention to be present.

They are only waiting for formal advice from the respective districts that they have each attained their minimum quota to proceed actively with the plans for the publicity campaign for 1922.

We are not forecasting any action on the part of the Committee when we say that they will no doubt recognize the $50,000 merely as a minimum and make plans for doubling the same to be expended on publicity.

The next issue of the Bulletin will contain a detailed report of the meeting of the Publicity Committee.

CONFLICT OF NAME ABUSE

Some time ago, the Lincoln Knitting Co. of Merrill, Wisconsin, a member of the Western District Association, called the attention of the National Association to the fact that there was a Lincoln Knitting Mills in West Newtown, Mass.

We will quote two letters, one received from the Lincoln Knitting Mills of West Newtown when their attention was called to this matter, and the other received from the Lincoln Knitting Co. of Merrill, Wisc., a few days ago.

The Lincoln Knitting Mills wrote, on September 2, 1921, as follows:—

"We acknowledge your favor of the 29th ult. regarding duplication of the name Lincoln Knitting Co.

On looking up the Lincoln Knitting Co. of Merrill, Wisconsin, we find that concern to be manufacturers of sweaters and underwear for men, while our concern will specialize on bathing suits and knitted coats for men and women. We also call attention to the fact that the Lincoln Knitting Co. of Merrill, Wisconsin, is situated such a long distance away geographically from our concern that we do not believe there will be any serious conflict arising between us. Also the name Lincoln Knitting Co. and Lincoln Knitting Mills, Inc., affords somewhat of a distinction in name.

The Lincoln Knitting Mills, Inc., has not only been organized for a considerable period of time but has chosen the selling organization and has accepted a great many orders and contracts for future business. To consider changing its name now would work an extreme hardship and we believe in view of the above explanation and in the light of the full facts you will agree we are perfectly fair in continuing business under the name of the Lincoln Knitting Mills, Inc.

We thank you for calling this to our attention and had we known there was a concern of a somewhat similar name in existence might have named our concern otherwise."

The recent letter from the Lincoln Knitting Co., dated December 30th, 1922, is as follows:—

"We wish to acknowledge receipt of your kind letter of December 24th advising us that the Lincoln Knitting Mills of Newtown, Mass., have informed you that they have agreed to change their name to the Security Mills, Inc.

We wish to take this opportunity of expressing our appreciation for the kind and prompt attention the officers of the Association have given this matter, especially after obtaining results as obtained in our particular case.

Thanking you for your kind and prompt attention in this matter, we are."

Lincoln Knitting Mills.

It is with pardonable pride that we publish these letters, but we would like members to know the National Association is at their service if they only will use it.

THE EASTERN DISTRICT REGULAR MONTHLY MEETING

The regular monthly meeting of the Eastern District Association will be held on Monday evening, January 30th, 1922, at the Hotel McAlpin.

In pursuance to the need on the part of smaller manufacturers for more and better information on the subject of Credits, President Rheinauer has arranged to secure the services of Mr. Orr of the National Association of Credit Men who will lecture on the subject of determining credits and the preparing and analyzing of financial statements.

For some time past, there has been a feeling amongst manufacturers of the Eastern District who sell to the jobbing trade that some Association thought and attention should be given to the matter of credit information and credit exchange, and it is in line with this idea that the lecture above mentioned has been arranged for.

Mr. Orr will have charts and diagrams in order to illustrate his lecture and members and their manufacturer friends are urged to be on hand promptly.

EASTERN DISTRICT TEXTILE SCHOOL

The Textile School Committee of the Eastern District has responded to a demand on the part of people interested in the manufacture of Knitted OUTERwear by establishing a course of lectures on the products in the Industry.

A course of thirty-two lectures has been outlined, twenty-seven of which cover the various products of the Industry as manufactured by Eastern District manufacturers and five lectures preliminary to the other twenty-seven have been arranged on the raw materials used in the Industry.

Thus far lectures have been given on wool by Mr. Otto of Jonathan Ring & Son; on worsted and zephyr by Mr. Schaeffer of Thomas Wolstenholme and Sons Co., and on fibre silk by Mr. Hamlin of the Viscose Co. Lectures are soon to follow on novelty yarns and raw and thrown silk, and thereafter will follow the lectures on the products of the Industry.

This course of lectures are so arranged because of the demand of those engaged in the Industry in other than mechanical departments, who are anxious to learn how the products of the Industry are made without actually standing at the machine and going through the manufacturing process.

It will have a particular appeal to buyers, salesmen, office executives in Knitted OUTERwear, jobbing concerns, department stores, sales people, etc.

The City is cooperating in every possible way to make this course of lectures a success and the Textile School Committee will be glad to see a greater interest shown by manufacturers who ought to derive as much benefit from this course of lectures as any other class of people.

Apart from the actual knowledge gained, there is no question but that this course of lectures will give impetus to the publicity efforts of the Industry, because sales folk cannot listen and learn without carrying the message further.

In a subsequent issue of the Bulletin, the coming lectures and lecturers will be announced.

FOR SALE—Four Universal winders, six ends for silk. No. 439.

FOR SALE—100 lb. of 6 thread pure silk in black, white and heather, 16-18 oz. quality. No. 437.

FOR SALE—Burr Wheels. No. 436.

FOR SALE—500 lbs. each of Navy, White and Reindeer in 2/36 imported Mohair yarn. No. 430.

WANTED—Necktie Machines. No. 435.

WANTED—Long Butt, long latch, 24 gauge needles. No. 434.

WANTED—26 gauge mould and four burr wheels. Will buy or exchange 24 gauge for above. No. 433.

WANTED—Hoffman Presser. No. 432.

WANTED—McCreery Brushing Machine. No. 431.

WANTED—Spools for Lindsay Hyde Machine. No. 441.

WANTED—Bottle bobbin winder, either Oswald, Lever or altemus. No. 438.

WANTED—300 Straw Visca equivalent to 1½ English A. No. 440.

TO reach Buyers the trade journal offers the most effective medium.

The journal of your *trade*
is

Sweater News
and
Knitted Outerwear
321 BROADWAY
NEW YORK

338.405
NAT

Commerce R R

UNIVERSITY OF ILLINOIS LIBRARY
7 1922

February 6, 1922

BULLETIN

NATIONAL Knitted OUTERwear ASSOCIATION

PUBLICITY

THE CAMPAIGN IS ON. While it was a foregoing conclusion that each of the four Local Districts would raise the minimum quota assigned to them the committee nevertheless deemed it necessary to receive not only the assurance of the representatives of the Districts but the actual signed subscriptions. These are now at hand and the Wildman Advertising Agency has been authorized to proceed with full steam ahead and tell the world that Knitted Outerwear deserves the preference. If any one fact was conclusively established at the meeting of the Executive Committee of the Publicity Directors, it was that only by direct personal effort on the part of manufacturers could results be obtained.

There is only one danger in announcing that a minimum quota has been reached and that is the danger of creating in the minds of subscribers and others a feeling of complacency. The attainment of the minimum should be at least an inspiration to members of the industry to double that minimum; even to triple it. If every subscriber will take it upon himself to secure one non-subscriber of a size similar to himself or larger, the quota already attained will be doubltd.

The experimental year is passed. Its lessons are many and they will be used by the present committee to see that every dollar subscribed by a manufacturer is spent wisely, economically, fairly and effectively.

Manufacturers who have subscribed have only done part of their duty—a small part of their duty. It is up to manufacturers to keep the Advertising Agency supplied with new garments, with new ideas. If Knitted Outerwear is to deserve the preference, it ought not to keep its light under a bushel. Manufacturers who have a new garment or a new fabric or a new idea should send it right along to the Wildman Advertising Agency.

The campaign is on. It must grow. Manufacturers must continue the good work which they have only started.

Conference of National Association of Manufacturers

On January 30th a conference that had an important bearing on the matter of Tariff Legislation enactment, was held in Washington, under the auspices of the National Association of Manufacturers, and while this Association was represented by representatives from at least three of the four districts, it is to be regretted that not more Knitted OUTERwear Manufacturers were present. Attendance on the part of manufacturers would have brought to them more clearly than in any other way, the seriousness of the situation. This Association was represented by President A. S. Waitzfelder, Mr. I. B. Davies of Bradley Ktg. Co., Mr. Daniel Rheinauer, President of the Eastern District Association, Mr. H. Friedman of Friedman-Blau-Farber, and Mr. H. R. Lhowe.

President Waitzfelder was honored with the place on the Resolutions Committee, and on the Delegation that called upon the President at the White House.

The resolution that was passed, calling for the speedy enactment of the Tariff Legislation with the inclusion of the American Valuation Plan, has been set forth in the daily press, and is too lengthly to take up place here. It will suffice, however, ,to note that the insidiousness of the propaganda conducted by those opposed to American Valuation was thoroughly exposed.

It will not be many weeks now—it may possibly be only a matter of days, before the Senate Finance Committee reports its bill to the Senate. The moment the bill is published in the daily press, it ought to receive the close study of all manufacturers, because there is no piece of legislation, not even excepting the Tax Bill, that is of more moment than Tariff, and after carefully studying the Tariff Bill as reported, manufacturers should immediately communicate their views to the Secretary's office, or to Mr. J. J. Phoenix, Chairman of the National Tariff Committee, because the thought of the entire industry is needed if we are to do our best towards securing the neces- Industry.

Eastern District Textile School

The Textile School has just graduated a class of thirty young men, who have had a general high-school education, combined with a course of textiles. These young men are anxious to enter the productive and distributive fields of textiles, including Knitted OUTERwear.

The Secretary will be glad to put members in touch with these young men, or manufacturers may communicate directly with Mr. D. H. Dooley, Principal of the School, at 124 West 30th Street, New York City.

Annual Banquet of Eastern District Association

The Fourth Annual Informal Dinner of the Knitted OUTERwear Manufacturers Association, Eastern District ,was held on Tuesday, Feb. 7th, 1922, at the Hofbrau Haus, New York City, and was attended by over two hundred and twenty-five guests, each of whom have proclaimed the occasion a success.

The spirit of the occasion was that of informal good fellowship, and Mr. Milton Katzenberg, Chairman of the Arrangements Committee, was complimented on all sides for the unusually successful entertainment provided.

Short speeches were made by President Daniel Rheinauer, Eastern District Association, President A. S. Waitzfelder, National Knitted OUTERwear Association, Nat C. Wildman of the Wildman Advertising Agency and H. W. Maxwell, Vice-president of the Metropolitan Trust Co.

These annual dinners serve at least one useful function, in that they bring together manufacturers and their friends and associates for an evening of good fun and fellowship, and of the four gatherings that have thus far been held, the most recent one fulfilled its purpose to a greater extent than any of its predecessors.

Manufacturers to Jobbers Group

For some time past there has been a feeling that members ot a district association should divide themselves into two groups those selling to the jobbing trade and those selling to the retail trade. The reasons for this are obvious.

President Waitzfelder when giving his thought to the problem from the National Association point of view, came to the conclusion that the point on which the greatest differences lie, between those that sell to the jobbing trade,, and those that sell to the retail trade, is in the matter of sales, and has therefore divided the sales committee, and added thereto, so as to make two sales committees; one to be known as Manufacturers to Jobbers Sales Committee, and the other Manufacturers to Retail Sales Committee. These committees are as follows:

Sales to Jobbers—Mr. A. J. Farber, Chairman, Messrs Harry Bachrach, H. H. Newberger, and Daniel Rheinauer.

Sales to Retailers—Mr. L. J. Pinkerton, Chairman, Messrs August Egerer, O. W. Fishel and J. C. Wollman.

These two committees will apply themselves to all sales problems affecting their prospective divisions, and it is hoped that in this way greater progress will be made on sales problems affecting either those sellin gto the jobbing trade, or those selling to the retail trade.

Meeting Of National Directors

National Directors will recall that at the Third Semi-Annual National Meeting held in Philadelphia in March 1921, it was decided that thereafter national meetings of Directors and Members should be held annually, and national meetings of Directors semi-annually.

In the Fall of 1921 the fourth semi-annually meeting of Members and Directors was held in New York City, and the time is soon drawing near when the next meeting of Directors will be held. This will be a meeting of Directors only, and National Directors will soon be requested to advise the Secretary's office as to the time and place where this meeting ought to be held.

Now is the time for members to consult with their national directors, and acquaint them with their feelings concerning the National Association and its activities, because when the directors come to the next meeting, they ought bring with them not only their own views, but the views of the membership whose district they represent.

DIRECTORY OF MEMBERS

The plans for the directory which was to be published this month, have been held up and delayed, due to the fact that a number of members have not sent in the information required.

There is no question that were any member to be omitted, he would never think it due to the fact that he did not send in the information requested, but would condemn the Association for slighting him, and it is with that thought in mind that we are now sending out the third reminder to delinquent members for the necessary, information to be contained in the directory.

The Secretary's office will wait a reasonable time for replies to this reminder. Members who do not send in the questionnaires filled out will have only themselves to blame when they find their names have been omitted in the directory to be furnished to all Knitted OUTERwear buyers throughout the country.

COST CALCULATION

Within the past week the Secretary's office has been in receipt of the material and labor cost figures from the Penn. District Association, and although these figures are long overdue, they are none the less welcome.

We are still waiting for the necessary information from other districts before the National Commitee can get to work on these figures. In all association activities it is axiomatic that the chain is no stronger that its weakest link, and the district or districts which do not co-operate or do their required share of any activity, weaken the Association effort to that extent, and only put off the doing away with the evils which the plans proposed were intended to remedy.

This is particularly true of cost calculation. Until we get figures from all the districts, we cannot use those received from any district .

Will Local Secretaries please take note and ascertain if their district has sent in their figures, and if not to give it their immediate attention?

FOR SALE

24 Spindle Lindsay and Hyde Winder with paraffine attachment. ——No. 448.

Altemus Bottle Bobbin Winder also 400 bobbins 13 inches by 4 inches suitable for use on this winder.——No. 447.

Two new motors General Electric type K06—No. 751-A 7½ HP. form C, 220 volts. Speed 1,200 RPM, 2 phase, alternating current, complete with pulleys, bases and starting boxes.—No. 450.

WANTED

9 inch Brinton Muffler Machine. —No. 449.

TO reach Buyers the trade journal offers the most effective medium.

The journal of ***your*** *trade*

is

Sweater News
and
Knitted Outerwear

321 Broadway, New York

338.405
NAT

Commerce R R

February 13-20, 1922

UNIVERSITY OF ILLINOIS LIBRARY
MAR 7 1922

BULLETIN

NATIONAL Knitted OUTERwear ASSOCIATION

Directory of National Members

The reference in a recent issue of the Bulletin, to the fact that a third reminder is being sent to members asking them to fill out the information sheet for the National Directory, has apparently had some effect, because during the past few days information sheets have been coming into this office property filled out.

The Clearing House Committee, which has this matter in charge, will hold a meeting during the coming week, in New York City, and no doubt final plans will be made for the publication of the Directory.

An Improved Knitting Needle

In the February issue of "Textiles," there is described a new needle designed to do the work of either spring or latch needles.

The needle itself is very similar in shape to the spring needle, but the method of working it is entirely different.

TEXTILE SCHOOL

It is encouraging to note that in the Western District there are many progressive matters planned; that thought is being given to the establishment of textile divisions in the trade and continuation schools.

It is the duty of each district to see to it that the growth in the volume of business done in this Industry, is taken care of by trained and skilled operatives.

If it will be considered that the Industry can sell only what it can produce, it will be evident that the instruction of knitting and other knitting mill operations is vitally necessary.

The National Association will be glad to supply such information as is desired concerning the establishment of such schools.

Western District Cost Calculation

The Western District reports that rapid strides are being made in cost finding work.

An enthusiastic meeting of Milwaukee manufacturers was held, at which W. S. Ford, the industrial engineer engaged in this work by the Western District, gave a talk on the fundamentals of cost findings.

While the first meeting was of a general nature, subsequent meetings promise to be more detailed and specific, and it is planned that the next group meeting of those interested in this work, will be held in March, at which time labor and burden costs will be discussed.

Textile School, Eastern District

The lecture courses of the products of Knitted OUTERwear are continuing with increased interests.

During the past week two lectures were given one on the manufacture of Bathing Suits, by Daniel Rheinauer, and the other on the manufacture of Scarfs and Muffers, by N. Trabulsi. Both these lectures were well attended by Knitted OUTERwear buyers and dealers, who showed by their detailed questioning a deep grasp of the subject.

These lectures will take place on Tuesday and Thursday evenings for the next ten weeks, and by that time will have covered all the products of the Industry.

Manufacturers might profitably consider that along with buyers, they can get considerable information of value from these lectures, if they will give it a little of their time.

Trade Practice and Salesmen's Commissions

For some time past, there has come to the office of the National Knitted Outerwear Association inquiries concerning salesmen's commissions, and from a preliminary survey made, it is apparent that the practice of the Industry with regard to salesmen's commissions, is far from uniform.

There are certain practices which ought to be uniform for the best welfare of the Industry;—the commissions paid to salesmen; the question as to whether these payments are made on the selling price or the selling price less the discount; the matter of drawing accounts, etc.

With this in mind, the inquiry which is being sent to members asks information on the following points—

1.......................What commissions do you pay your salesmen selling to the jobbing trade?

2.......................What commissions do you pay your salesmen selling to the retail trade?

3.......................Is this commission paid to the salesmen on the sales price of the merchandise, or on the sales prices less the discount?

4.......................What commission is paid for selling job lots of merchandise?

5.......................What is your practice relative to the drawing accounts of salesmen?

A report sheet is being enclosed with each inquiry, in order to facilitate the sending in of the answer.

Attention of members is particularly called to the fact that the value of the report that will be sent to members on this matter, will depend on the number of reports received at this office. The greater the number of replies, the more representative will be the report, and members are urged to give this inquiry their immediate attention, and fill out the report and return same to the Secretary's office.

Meeting of National Directors

Since the last issue of the Bulletin, a communication has been addressed to the National Directors from the Executive Secretary, asking their opinion as to the time and place for holding the Semi-Annual meeting of the Directors.

A number of replies have come in to the effect that the meeting should be held in New York City, but until a complete return is had, no definite place can be decided upon. The prevailing opinion too, seems that this meeting should be held during the last week of March.

Members are again urged to keep in touch with their National Directors, discuss with them the various activities of the National Association, and keep the National Directors informed of their views concerning these activities.

There may be in the minds of some members ideas for some new activities which are of importance. These can come to the attention of the National Directors only if presented by some one of them.

Color and Color Fastness

The new color card showing Dyes for Cotton, issued by the National Aniline & Chemical Company, Inc., marks a new departure in this character of service to customers. It embodies several features which are entirely novel and which cannot fail to be of the greatest possible assistance to users of dyes and which will be received with great appreciation by all consuming industries.

For the first time in the history of American color card making, there has been produced a table of dyeings and tabulations explaining the fastness properties of each one of the dyes embodied in this sample card.

These tabulations explain such conditions as fastness to washing, fastness to light, fastness to acid, fastness to alkali, fastness to hot pressing, hydrosulphite discharge properties, and instead of being simply indexed and indicated by numerals, the information is given in good plain language, so that it may be easily understood and utilized.

General directions for the use of these dyes for cotton are given, based on carefully tried out tests and proved experimentation, and in addition, there has been grouped under several headings, those dyes which are best adopted to certain prising "dyes for best fastness to washing" and in this list will be found some 40 or more dyes that may be depended upon in connection with this test.

Under similar headings, are also collected lists of other dyes as of best fastness to light, best fastness to acid, best fastness to alkali, best fastness to hot pressing, dyes most suitable for discharge with hydrosulphite, dyes most suitable for dyeing in a cool or lukewarm bath, and finally, those which are recommended for combination shades and subsequent shading, as well as for machine dyeing.

In all, in this interesting color card, which is in effect a handy manual for the use of the dyer, no less than 105 dyes are shown, represented by 210 dyeings, two different strengths of each dye being given The general make-up and typography of the card has been carefully considered, not only for its artistic qualities, but for its canveniance as a means of ready reference, and there is no doubt that it will be regarded as one of the best and most up-to-date steps taken by the American dyestuff industry.

FOR SALE

Two new motors General Electric type K06—No. 751-A 7½ HP form C, 220 volts, Speed 1200 RPM, 2 phase, alternating current, complete with pulleys, bases and starting boxes.—No. 450.

24 Spindle Lindsay and Hyde winder with paraffine attachment.—No. 448.

Altemus Bottle Bobbin winder, also 400 bobbins 13 in. by 4 in. suitable for use on this winder.—No. 447.

FOR SALE

Shubert and Salzer English Hand Frame Necktie Machine 33 gauge in first class condition at a low price.—No. 446.

1000 yards of No. 2 White Satin ribbon of good quality. 25 lbs. 10-2 Black spun silk.—No. 453.

1 Grosser 32 in. Flat 5gge power machine. 2 Clau & Flentze 20 in. flat 5 gge power machines; 2 Stafford & Holt circular machines with dials, 8 needles to the inch, 15 inch diameter. I Stafford & Holt circular machine, 8 needles to the inch, 15 inch diameter.—No. 451.

WANTED

9 in. Brinton Muffler Machine.—No. 449.

7 and 8 gauge Grosser or Dubied Machines, 24 to 26 in. either hand or semi-automatic.—No. 452.

TO reach Buyers the trade journal offers the most effective medium.

The journal of **your** *trade*

is

Sweater News
and
Knitted Outerwear
321 BROADWAY
NEW YORK

338.405
NAT
Comm. R.R.

UNIVERSITY OF ILLINOIS LIBRARY
MAR 9 1922

February 27, 1922

BULLETIN

NATIONAL Knitted OUTERwear ASSOCIATION

PRES. WAITZFELDER'S REMARKS

Very frequently in the rush of local affairs, members of the district organizations lose sight of the important activities conducted by the National Association for the Industry's development and welfare.

At the Fourth Annual Dinner of the Eastern District Association, held a few weeks ago in this city, President Waitzfelder took the opportunity in the course of his limited remarks to review some of the activities conducted by the National Association which are of such vital importance to the Industry. We quote from his remarks:

"One of the important matters of great value to our Industry is our National Publicity Campaign. I am pleased to be able to state that the initial basic amount for our 1922 campaign has been subscribed, and plans have been formulated and put into execution for the aggressive continuance of the Campaign, which was started about one year ago, and which has already produced such desirable results to our Industry.

"It is our hope that this year's efforts will result in further demonstrating the superiority and economic advantages of Knitted OUTERwear to every shop, in even the smallest hamlet throughout the country so that every prospective purchaser will understand why Knitted OUTERwear deserves the preference."

"We, also, now have in press a directory to be given to the buyers of every Knitted OUTERwear department, which contains the names of everyone of our members and every one of our subscribers tabulated under the various articles which they manufacture."

"There is also nearing consummation plans for the establishment of a Knitted OUTERwear Clearing House, for the purpose of advantageously disposing of surplus stocks."

"Another matter of vital importance to our industry, which is still at an issue is the Tariff.

While I have no intention of making a tariff speech, I would not be true to myself or to the Organization if I did not refer briefly to this important matter.

As you are aware, in order, to obtain adequate protection under existing conditions in foreign markets, especially considering depreciated currencies, it is necessary that the Ad Valorem rates should be based upon American valuation.

Strong but short-sighted opposition and insidious propaganda against this plan, have come from importers, importing jobbers and importing retailers, for obvious reasons.

(*continued on* 31, *col.* 1)

CORPORATION INCOME TAX

A general extension of time has been granted to domestic corporations up to and including June 15, 1922.

For complete returns of income for the calendar year 1921 and fiscal years ending June 31st and February 28, 1921, conditional upon the filing of tentative returns, this action has been taken by the Bureau of Internal Revenue because of the delay in the issuance of the regulations under the 1921 law.

Increasing the Production of Knitting Machines 15.1%

In a booklet we received from Miller, Franklin Bassett & Company, the following article appears which may be of some use in suggesting an efficiency leak in the factories of our members

"In a knitting room, we tested the speed of several groups of knitting machines. It wasfound that in one group of forty-three machines of about the same type and age, fourteen of the machines were running at an average of 250 r.p.m. twenty-eight at 265 r.p.m., and one at 284 r.p.m.

In accordance with the custom in the knitting industry, the machines were speeded at the will of the attendant knitters without any careful oversight being given, or without any attempt being made to ascertain the maximum speed at which the machines could be operated without undue breakage resulting.

We knew that machines of the type used can be operated at approximately 300 r.p.m. without undue breakage. By adjusting the machines to this speed we increased the productive capacity of the group ,12½%. This was attained without spending anything but a very little time.

CLEARING HOUSE

Due to the absence in town of the chairman of the Committee, it has been necessary to postpone the meeting of the Clearing House Committee for the latter part of the week beginning March 1st, at which time it is expected that all Committee members will be in New York.

PUBLICITY

It is interesting indeed to note the action taken by the Knitted Goods Manufacturers of America at a conference held not more than a week ago when plans were laid for the launching for a publicity campaign which over the course if three years will involve an expenditure of close to half a million dollars. The undertaking of this Campaign should be indeed a lesson to Knitted Outerwear manufacturers who may be niggardly in their support of the Campaign conducted by the National Knitted Outerwear Association. No matter how frequently the lesson is preached that an ounce of prevention is worth a pound of cure it does not make any impression upon those who will wait till they are sick before attempting to help themselves. There is no question but that the Knitted Underwear industry is seeking resusciation as well as continued life and increased wealth. Other underwear lines have made serious inroads upon the Knitted Underwear industry until their part of the campaign funds will have to be devoted to the bringing back of knitted underwear in the popular demands before they can even plan the further development of the Industy. How much easier is it for industries such as the Knitted Outerwear Industry for manufacturers to help the growth of the Industry while the industry is well.

The subscription is still as it has been heretofore 1-10 of 1% of annual sales. The secretary's office will gladly send the subscription forms to members who have not as yet done their duty by themselves, their Association and their Industry.

(*continued from page* 29)

I use the word short-sighted advisedly—It is short-sighted insofar as they fail to recognize that there can be no prosperity in their particular lines, unless the country generally is prosperous.—It is short-sighted in the respect that they fail to recognize that the country cannot be prosperous so long as there is a large amount of unemployment.—It is short-sighted insofar as they fail to recognize that there will be unemployment so long as merchandise consumed in this country is manufactured abroad, with the result that mills will be shut down or run only on part time and it is short-sighted insofar as they fail to recognize that in order to give adequate protection to labor and to the manufacturing interests of this country, it is necessary to have the basis of value determined here, as well as rates.

I have often been asked what difference does it make what plan of valuation is adopted provided the rates are adequate.

I will answer this by saying that it is the difference between having a basis of value which is ascertainable against a basis which is not, and never has been ascertainable. It is a difference between discriminating in favor of the low cost producing countries as at present, as against having all countries pay the same rate of duty; it is a difference between the U. S. Treasury receiving the amount of duty intended and between a loss of millions of dollars of revenue through under valuation which have to be provided for by other taxes, and finally it is a difference between American industries receiving the protection intended, or through undervaluations, receiving only a portion thereof, with the resulting evils of unemployment and shut-downs.

Delegations from your various local Associations, attended just one week ago a meeting at Washington, of the National Association of Manufacturers, held for the purpose of impressing upon Congress the importance of a speedy enactment of a tariff law based upon American valuation.

Your Association received recognition upon the Resolutions Commitee, as well as the Delegation which called upon the President.

We have every reason to believe that this Convention created a strong impression upon Congress. We have just learned that Senator Calder, of New York State who is a member of the Finance Committee, and who was undecided at that time in relation to this matter, has recently announced himself publicly, in favor of American Valuation.

I wish to state for your information that no matter what may be the immediate decision of the Finance Committee, unless it is wholly in favor of the American Valuation Plan, that it is the intention of your Tariff Committee in co-operation with committees of other Associations, to continue our fight for the principle involved, until the bill is finally enacted into law by the signature of the President.

In order to obtain any worthwhile results, it is necessary to have high ideals and goals, and to work with optimistic confidence for their attainment.

With this thought in mind, let us hope that our ship of ideals with all its sails unfurled to the breeze of prosperity and with flags flying, will arrive safely in the harbor of our hearts desire."

FOR SALE

Fourteen (14) Leighton 7 cut full automatic Knitting machines, sizes ranging from 7 inches to 12 inches.—No. 454.

WANTED

18 inch 2½ cut Grosser machine for shaker work.—No. 455.

Brinton 16 inch cylinders 24 or 36 ga. 12 to 14 cut.—No. 456.

TO reach Buyers the trade journal offers the most effective medium.

The journal of **your** *trade*

is

Sweater News *and* Knitted Outerwear

321 BROADWAY
NEW YORK

338.405
NAT

Commerce R R

UNIVERSITY OF ILLINOIS LIBRARY
MAR 15 1922

March 6th, 1922

BULLETIN

NATIONAL Knitted OUTERwear ASSOCIATION

EASTERN DISTRICT

Election of Officers

At a regular meeting of the Knitted Outerwear Manufacturers Association, Eastern District, held on March 1, 1922, at the Hotel Martinque, New York City, the election of officers and directors for the coming year were one of the matters on the program.

President Rheinauer delivered a report on the activities of the Eastern District Association during the five months that he had held office and pointed out that one of the things that should be particularly noted was the fact that during the four months of his incumbency as President, the membership had been doubled. While this was commendable, it was Mr. Rheinauer's opinion that further intensive activity should be exerted on the part of members towards doubling the present membership.

The Textile School Committee reported on the progress made on the Textile School during the past year with special emphasis on the course of lectures on the products of the Industry.

It was pointed out by Marcus Rottenberg, Chairman of that Committee, that these lectures were well attended by buyers, jobbers, sales people, etc., and that even the manufacturers could learn a lot from them.

A report of the Committee on Arbitration rendered by Milton Katzenberg evoked considerable discussion with the result that action was taken requiring arbitrators to take oath that they were not acquainted with the facts in the case.

President Rheinauer was unanimously re-elected and the following officers and directors were elected:

I. Rogosin, Vice-President and Director.

M. Katzenberg, Treasurer and Director.

Directors:—

Philip Chapman
Meyer Dorfman
August Egerer
Marcus Rottenberg
Rudolph Schreiber
John F. Stern
Nesib Trabulsi
Albert S. Waitzfelder
Sidney Worms

NATIONAL MEETING OF DIRECTORS

Pursuant to instructions of President Waitzfelder the Secretary has called a meeting of the directors of the National Association for Friday, March 31, 1922, at the Hotel McAlpin, New York City, at 10:30 A. M.

This is the fifth semi-annual meeting of directors and is the first meeting of directors pursuant to the amendment of the by-laws recently adopted which provided that the directors meet once a year by themselves and once in connection with the general convention of the Industry.

While it is expected that the meeting will not take more than one day; provision has been made for the continuance of the session on Saturday, April 1, 1922, if important business should be carried over beyond the first day's session.

National directors are urged to make their arrangements in accordance with the above, so that the business which is held over should not suffer because of lack of attendance.

Directors will be advised as to the details, program, etc., from time to time prior to the meeting. Directors can effectuate matters considerably by advising the secretary's office now that they will attend.

PUBLICITY

Among the many matters taken up by the Publicity Bureau with subscribers, there are two that we would call specifically to their notice.

Members have recently been in receipt of a communication from the Publicity Bureau asking them what moneys they desired spent in advertising particular products, and where manufacturers produce several different types of Knitted OUTERwear, what proportion of their subscription should be supplied to each.

We need not impress upon them as to the importance of this inquiry and the care members should exercise when making their reply.

It is the policy of the Publicity Bureau to spend the subscriber's money on the product the subscribers are interested in and only by being advised against which products subscribers desire their money spent can the Publicity Bureau prepare its work.

The other inquiry of particular importance is that calling upon manufacturers to submit samples of garments or photographs, concerning which publicity should be had.

It will be surprising to members to see how much data and authoritative information the Publicity Bureau has gathered concerning the products of this Industry. They, no doubt, have available at their office sufficient material to carry on their work, but in a campaign of this sort, subscribers' interest is always paramount and scarcely a day passes without one manufacturer or another producing something new, whether it be a new fabric, a new garment, a new color arrangement, etc.

The Publicity Bureau cannot dream about these things, they can only know about them if manufacturers would co-operate by keeping the Publicity Bureau advised constantly of these new items, which not only deserve publicity, but are of such value as to keep forever before the consumer public the thought that Knitted OUTERwear Deserves the Preference.

SALESMEN ARRANGEMENTS

Replies to the inquiry made by the Secretary's office with regard to the commissions paid salesmen and other arrangements made, are coming in and the diversity of the replies shows the need of this sort of study.

It would be unfair to base a report upon the replies unless there were close to one hundred per cent of them at hand, and the secretary's office would urge those who have not as yet sent in their replies to do so at once.

Local secretaries can assist by seeing to it that their members comply with this request.

ELIMINATION SAVINGS

Elimination savings is a matter concerning which the Fabricated Production Department of the Chamber of Commerce of the U. S. has been giving serious thought and study for some time past and while this subject has ben mentioned in the Bulletin heretofore, it has evoked little response from manufacturers in this Industry.

While the matter of standardization and elimination of excess variety may be applicable to certain industries, it is apparent that the Knitted OUTERwear manufacturer feels that it is not of interest to him.

Nevertheless, in order that he may be fully aware of both sides of the story, we are setting forth a few of the gains to the manufacturer that the Chamber of Commerce says is a result of standardization.

The list prepared by them is much too lengthy to set forth here, but a few will be mentioned and others from time to time.

The Chamber of Commerce has information, stories, and plans on this subject, which no doubt could be of interest to many manufacturers. The Association will be glad to secure these for manufacturers interested.

Gains to the Manufacturer

1. Less capital tied up in
   - (a) Raw materials
   - (b) Semi-finished stock
   - (c) Finished stock
   - (d) Jogs, dies, templates and special machinery
   - (e) Storage floor space
   - (f) Repair parts.
2. More economical manufacture through
   - (a) Larger units of production, reduced number of manufacturing units
   - (b) Longer runs, less frequent change
   - (c) Higher rates of individual production
   - (d) Accurate and proper estimating for production
   - (e) More effective stock control
   - (f) Better and more simplified inspection
   - (g) Less idle equipment; reduced amount of equipment

(h) Greater ease in securing raw materials and conserving raw products.
(i) Cheaper handling of stock
(j) Reduced clerical overhead
(k) Simplified and more accurate costing system
(l) Elimination of waste in experimentation and design
(m) Standardization material inventories.

WANTED

9″ Brinton Muffler Machines. No. 458.

7 gauge Dubied Power Full Automatic Machines. No. 459.

Payne winder; must be fairly new. No. 457.

Brinton 16 inch cylinders, 24 or 36 gauge, 12 to 14 cust. No. 456.

18 inch 2½ cut Grosser Machine for shaker work. No. 455.

FOR SALE

Fourteen (14) Leighton 7 cut full automatic knitting machines, sizes ranging from 7 inches to 12 inches. No. 454.

10,000 yards of No. 5 White Satin ribbon of good quality. 25 lbs. 10/2 Black spun silk. No. 453.

TO reach Buyers the trade journal offers the most effective medium.

The journal of **your** *trade*

is

Sweater News
and
Knitted Outerwear
321 BROADWAY
NEW YORK

338.405
NAT

Comm. R.R.

UNIVERSITY OF ILLINOIS LIBRARY

March 13th, 1922

BULLETIN

1922

NATIONAL Knitted OUTERwear ASSOCIATION

NATIONAL MEETING

The date of the national meeting has been fixed, and replies are already coming in from the Directors advising that they will be on hand.

There are also being received at the Secretary's office various suggestions and matters for discussion at this meeting, and while there are many matters of importance that are now being carried on by the Association, it is expected that among the thoughts and suggestions offered by the Directors for the coming meeting, some new activities will be crystalized.

Members in general should make it their business to see some of their National Directors before they leave for New York to attend the Directors' Meeting.

National Directors would undoubtedly find it profitable to discuss with members of their district, not only the current National Association activities, but the thoughts and problems that will crystalize into activities as a result of this coming Directors' meeting.

Then again, a one-hundred percent attendance of Directors is essential if the best results are to be accomplished, and Directors will find themselves more ready to go if they know that their membership is interested in their going.

PUBLICITY

Publicity is in full swing again, and the response of the subscribers to the Campaign is indeed encouraging, but it cannot be repeated too often that they have only done part of their duty by entering their own subscriptions. The other part of their duty is interesting non-subscriber manufacturers.

There are few industries where manufacturers meet each other as often as they do in this Industry, and this frequent contact ought to be an easy means for securing the co-operation and subscription of those who have, as yet, failed to see the vital importance of this Publicity Campaign.

Merely by way of reminder, we wonder how many manufacturers display in their office or show room, the card showing that they are contributors to this Campaign.

This card has a meaning, because it tells the buyer of Knitted OUTERwear that the particular manufacturer in whose office the card is displayed is co-operating with him in helping him market Knitted OUTERwear. It tells the prospective buyer, too, that the offices or show rooms which do not display the card, apparently are not helping him to create that consumer demand which aids him in selling the merchandise.

We wonder how many manufacturers give their prompt attention to the inquiries of the Publicity Bureau, and thus save their time, their energy, and even their funds for the more important work. Trade publicity is an essentially co-operative undertaking. Attention and consideration by each manufacturer will make it in its truer sense fully co-operative.

TARIFF

Although action by the Senate Finance Committee has been expected for some time, manufacturers need not be dismayed by the delay on the part of the Senate Finance Committee in reporting its tariff bill. It can profitably be restated here, as it has been stated time and time again in previous issues of the BULLETIN and in communications to members, that the fight this Association is undertaking for American valuation is surely a fight with a purpose.

This Association feels that the needs of this Industry and the needs of the country in general demand a tariff bill based upon American valuation. The opponents of the American Valuation Plan have thrown back into the face of manufacturers the charge that their interest in making the American Valuation Plan a part of the pending tariff legislation, is due to their selfish zeal for personal aggrandizement, and that they have urged the American Valuation Plan not because they really want it, but because they hope to use it as a lever by which to bring about conditions that would ensue to their financial benefit.

The words of President Waitzfelder delivered at the recent dinner of the Eastern District Association, are worth while setting forth here:

"I wish to state for your information that no matter what may be the immediate decision of the Finance Committee, unless it is wholly in favor of the American Valuation Plan, that it is the intention of your Tariff Committee, in co-operation with committees of other Associations, to continue our fight for the principle involved until the bill is finally enacted into law by the signature of the President.

"In order to obtain any worth while results, it is necessary to have high ideals and goals, and to work with optimistic confidence for their attainment."

EASTERN DISTRICT DIRECTORS' MEETING

There will be a meeting of the Directors of the Eastern District Association at the Hotel McAlpin on Wednesday, March 15th, 1922, at noon, for the transaction of regular business.

This will be the first opportunity for the newly elected Directors to participate in the many activities, and share the various responsibilities of the Association's Board of Directors, and a full attendance of the Board is expected.

CLEARING HOUSE COMMITTEE

A meeting of the Clearing House Committee has been called for Tuesday, March 14th, 1922, at which time the final approval of the Committee will be had for the publishing of the Directory.

DIRECTORY TO BE ISSUED TO BUYERS

The directory which is to be issued by the National Knitted Outerwear Association to buyers throughout the country is arousing strong interest. Frequent enquiries are made to the secretary of when this valuable book is to be issued, and he is forced to admit that the time of issuance is indefinite because difficulty is being encountered in securing the needed information.

Will those members who are holding up information realize that this book is to be given at least five thousand men who are vitally interested in the purchase of KNITTED OUTERwear? It is an unexampled opportunity to present your case to these men since, not only the name and address of the manufacturer but also his products, with considerable detail, are to be placed before these buyers. Need we urge men who are accustomed to lose no opportunity in presenting their goods to the trade to take advantage of this chance to do it without any cost to themselves? Were we to charge for the listing in this book there is no doubt that those who are holding back would fight for the opportunity to secure listing.

This is the last chance for those who have not sent in their directory questionnaires to send these blanks properly filled into the secretary's office, 321 Broadway, New York City.

If you have mislaid your blanks kindly let us know immediately and we shall hasten to remedy the oversight.

FOR SALE

700 No. 1/14 white and grey wool No. 200 white cotton for heels and toes. 200 white marino 1/14.
No. 462.

1 extractor with belt drive. 1 dry box, 1 washing machine No. 1967 56 x 60. Ernie Laundry Washer, 400 hosiery boards, 100 mitten boards.—No. 461.

Hosiery Ktg. & Finishing Machine. 3-72 needles 4 1/4 cylinder Jenckes Automatic, latest style, footer 1 Stafford & Holt, 72 needles ribber with welt attachment. 2 Beettie loopers, 12 points to an inch. 1 Lanb Flat machines 10″ wide 6 needles to an inch with drop jack.—No. 460.

WANTED

7 gauge Dubied Power Full Automatic Machines.—No. 459.

9″ Brinton Muffler Machines.
—No. 458.

TO reach Buyers the trade journal offers the most effective medium.

The journal of **your** *trade*

is

Sweater News
and
Knitted Outerwear

321 BROADWAY

NEW YORK

338.405
NAT

Comm. R. R.

March 20-27, 1922

BULLETIN

UNIVERSITY OF ILLINOIS LIBRARY
APR 5 1922

NATIONAL Knitted OUTERwear ASSOCIATION

NEW LOCAL ASSOCIATIONS

One of the matters that undoubtedly will receive considerable attention at the coming semi-annual meeting of the National Directors will be the organization of new local associations, and this article is directed to those manufacturers who are not members of either any local association or of the National Association, but who for some time past have been receiving the National Bulletin, and in that way have acquainted themselves to some extent with the activities of this organization.

In the Mohawk Valley and in West New York there are many knitting mills that produce OUTERwear. While once upon a time this was a more or less underwear

(Continued on Col 1. Page 43)

NATIONAL MEETING

A number of the National Directors have advised the Secretary's office that they expect to attend the fifth semi-annual meeting of the National Directors to be held in New York City on March 31st, but there are still a number of Directors to be heard from.

Despite the importance of business matters that might ordinarily excuse manufacturers from leaving their premises, there are so many vital matters to be brought up before the Directors for their consideration, that Directors ought not hesitate long about coming East to this meeting.

Directors will soon be advised of a detailed program in ample time to give it thought, and to consult with the other manufacturers in their district.

The Directors of the Eastern District Association expect to entertain the National Directors, on the evening of Friday, March 31st, the nature of which, at the present, is being kept secret by the committee in charge. The Eastern District Directors while keeping their plans secret, can be counted upon to furnish a royal time for the Directors who attend the meeting.

Let each manufacturer take it upon himself to see that the Directors from his district are in attendance at this meeting, and the Industry can look for successful attainments.

DIRECTORY

When the Clearing House Committee passed upon the plans for the publishing of the directory, in the unique way in which the Association directory will be published, they expressed their views as to the importance of this directory and the effect it would have on the Local Associations' Secretaries in securing new members. The Local Secretaries ought to give this item some thought.

The National Secretary has received repeated requests for advertising space for merchandise in allied lines, but the committee has ruled that no advertising space in the booklet be sold.

If space in this directory is of sufficient value to outsiders to buy, of how much value ought it be to Knitted OUTERwear manufacturers to *get* as one of the benefits of membership.

A directory that will be produced in an attractive form, with a costly cover, small enough to be carried around at all times in a vest pocket, yet containing a fund of detailed information, ought be sufficient inducement to non-member manufacturers to join the Association, wholly apart from the other activities and benefits.

When members in the course of their business day come in contact with non-member manufacturers, they could well stress this directory item, because very few manufacturers, if we are to believe the opinion sincerely expressed by some of the leading manufacturers of the country ,can afford to be among the missing.

TRAINING FUTURE EXECUTIVES IN THE KNITTED OUTERWEAR INDUSTRY

In order to prepare for the expansion of the Knitted Outerwear Industry which looms large in the immediate future, thought must be given to the development and training of future executives in this Industry. This important work must not be left to mere chance; it must not be left solely to the initiative of those ambitious youngsters who would secure training under the most adverse circumstances.

A constant supply of trained labor, minds trained in every phase of the Knitted Outerwear Industry can only be assured when the Knitted Outerwear manufacturers make it their business to provide means for adequate instruction. This instruction cannot be left to the individual manufacturer. He is too busy to do it properly and it is unfair to place such a burden upon him.

The proper training of future operatives in the Knitted Outerwear Industry is the duty of the National Knitted Outerwear Association. It is in line with this Association's desire to raise the standards of the Industry, that proper thought is given to the instructions of those entering this immense Industry. The Eastern District is at present maintaining, in connection with the City of New York, a school for teh instruction of knitting and other operations of the Knitted Outerwear Industry. Individual mills and machinery manufacturers have been only too glad to co-operate in supplying equipment for this school and this institution forms a splendid nucleus for the spread of instruction in knitting operations throughout the country Instruction is given free of charge in this institution which is called the Textile School of the City of New York and fills a real need in the Knitted Outerwear Industry.

Along with training given to those who will work at the machine, a series of lectures have been and are being given to those interested in Knitted Outerwear solely from the selling standpoint. Starting with the raw materials that enter into the manufacture of Knitted Outerwear and developing into the articles which constitute the products of this Industry, prominent manufacturers who are directly concerned with the subject about which they speak addressed audiences made up of jobbers, department store buyers, retail clerks and other persons interested. This has helped considerably to spread needed knowledge among those whom it would best benefit.

Other districts are taking this movement up in the near future, it is hoped that no one desiring instruction and training in the manufacture of Knitted Outerwear need be at a loss to get it.

(*Continued from Col.* 1 *Page* 41)

manufacturing district, the increase and popularity of Knitted OUTERwear has caused many of these firms to convert their production to OUTERwear, with the result that there are more than enough mills to warrant the organization of a trade association, whereby cooperatively manufacturers can accomplish that which individually they could not even contemplate.

In the New England section too, there are many such mills, and to these manufacturers the National Bulletin has also been sent.

There are activities, national in their scope, from which these manufacturers are benefiting, and these manufacturers like other manufacturers, want to bear their share of the expense incident to the conducting of such national activities.—Publicity and tariff are only two of them.

Besides the national activities from which these manufacturers are benefiting, there are many things that they could do amongst themselves, locally, from which they could profit. A local information service; labor; exchange service; regular meetings, weekly semi-monthly or monthly, in which business conditions are discussed; training and developing of operatives,, are only a few of the many activities that a well organized local association can conduct and make of value to its membership.

What are the New England manufacturers waiting for? What are the Western New York manufacturers waiting for? In each of thes sections there undoubtedly is one manufacturer, or possibly more than one, who is self-sacrificing enough to take the leadership in an undertaking of this kind. All a movement of this kind needs is a leader; one who will step forward and issue the call for the others to follow; the rest will be easy.

The National Association through its Executive Secretary, has been in touch with manufacturers from both these sections with regard to the organization of district associations there.

The Secretary's office will be glad to extend an invitation to such New England or Western New York manufacturers who are sufficiently interested to attend the semi-annual meeting of Directors, and learn first hand why in their section there should be a local association, cooperating with the other local associations, towards the development and growth of this Industry.

WANTED

18 inch 2½ cut Grosser Machine for Shaker Work-No. 455.

Brinton 16 inch cylinders, 24 or 36 ga 12 to 14 cut—No. 456.

Payner Winder—must be fairly new—No. 457.

9 inch Brinton Muffler Machines. —No. 458.

7 Gauge Dubied Power Full Automatic Machines.—No. 459.

FOR SALE

Hosiery Knitting and Finishing Machines—3-72 needles—4¼ cylinder.

Jenckes Automatic, latest style, footer, 1 Stafford & Holt, 72 needles, ribber with welt attachment, 2 Beetie Loopers ,12 points to an inch. I Lamb Flat machine 10 inches wide, 6 needles to an inch with drop jack.—No. 460.

One extractor with belt drive. 1 dry box, 1 washing machine, No. 1967, 56x60 Ernie Laundry Washer, 400 Hosiery boards, 100 mitten boards.—No. 461.

700 No. 1-14 white and grey wool, 200 white cotton for heels and toes. 200 white merino 1-14.—No. 462.

One McCreary 36 inch Brushing Machine, Stafford & Holt 2 cut 9¾, 10½, 12¾, 13½, 14½, 15 inch cylinders, 1 Leighton 11¼ inch, Stafford & Holt 2½ cut 13, 14, 15, 16, 17, 18, 19, 20 inch cylinders, No. 463.

One Grosser 2½ cut Flat Automatic Double lock Power Shaker machine, 25 inches wide, 1 Grosser 5 gauge Hand machine, 18 inches wide,, 1 Seyfert & Donner 4½ gauge 2 section full Fashion power machine, each section 19 inches wide. 1 Seyfert & Donner 8 gauge 4 section Full Fashion Power machine, each section 18 inches wide, No. 464.

TO reach Buyers the trade journal offers the most effective medium.

The journal of **your** *trade*

is

Sweater News
and
Knitted Outerwear
321 BROADWAY
NEW YORK

338.405
NAT

Comm. R. R.

UNIVERSITY OF ILLINOIS LIBRARY
APR 25 1922

BULLETIN
National Knitted OUTERwear Association

Number 14 April 17, 1922

THE BULLETIN

The Bulletin will now be issued semi-monthly instead of weekly, as heretofore.

The Directors of the National Knitted Outerwear Association decided that immediate news can best be given through the medium of Local Association Bulletins, and that news of general interest can be disseminated adequately by the Bulletin appearing twice a month.

Suggestions of any sort are welcomed in regard to the appearance and tone of the Bulletin.

MEMBERSHIP SIGNS

Every member of the Association will soon have the opportunity of displaying a wall sign, indicating his connection with the Association.

Handsome signs have been designed for each Local, which are now ready for distribution.

Members are urged to display them prominently, both for their own protection and for the effect on the Industry.

A SUCCESSFUL MEETING

All those who attended the meeting of the Directors of the National Association, held in New York on March 31st, 1922, expressed themselves as being highly pleased with the results of the meeting. It was the opinion of many who attended, that this meeting was in many respects the most successful ever held. Everything was done on schedule time, and nothing overlooked. A great mass of valuable work was accomplished, the results of which will become evident as the year goes on.

The close harmony and absence of friction which was evident, point to the high calibre of the representatives, and their appreciation of their responsibility for the welfare of the Knitted OUTERwear Industry.

President Waitzfelder, in opening the meeting, gave a summary of some of the work accomplished and concluded with these words: "To my mind, one of the main requisites for business men at this juncture of uncertain business, in addition to clear thinking, is conservative courage, courage to maintain the standard of quality of your products in spite of temptations to sacrifice them for price reasons; courage to know accurately the cost of your merchandise and to insist on not selling same below that cost; courage to aggressively push the sale of Knitted OUTERwear through advertising, both individual and collective, through this Association; courage to set sufficiently high the aims of this Industry, and above all, courage to patiently, aggressively and continuously maintain a policy for attainment of those aims."

SETTLING THE QUESTION OF COLOR

The question of color has been ably attacked by the Color Standardization Committee, under the direction of Mr. William A. Keller of the Keller Knitting Mills of Cleveland.

The report of the Committee, which was accepted by the Directors of the National Knitted Outerwear Association, shows that important progress may be expected within the course of the next few months.

The Committee is not satisfied to make up the ordinary haphazard color card but is taking up the problem from new viewpoints. It has been proposed that, in close conjunction with the Textile Color Card Association, suitable colors should be chosen which appear upon the standard color card. These colors shoulld be designated by the names and numbers appearing on the Textile Color Card, thus enabling the manufacturer to secure matching accessories without any trouble, and enabling the consumer, through the work of the Textile Color Card Association, to match up Knitted OUTERwear with other articles of dress.

The feature of the new color card which stands out, however, is that dealing with the servicability of colors. Through close co-operation with dye manufacturers, the Committee will be enabled to indicate, along with the colors chosen, the relative possibilities of each particular shade with regard to resistance to light, perspiration, washing and rubbing. This will remove the uncertainty in the minds of manufacturers, which has made them hesitate to gaurantee the color of their garments.

Every Knitted OUTERwear manufacturer who makes use of this card, will save himself much of the expense and trouble which comes from haphazard color selection.

The Color Standardization Committee will devote its efforts first to make the question of color a more certain element in manufacture. It will, then, in due time, take up seasonal colors and the question of color harmonies.

FOR THE INFORMATION OF BUYERS OF KNITTED OUTERWEAR

One of the most helpful contributions to the progress of the Knitted OUTERwear Industry will be the new directory of selected manufacturers to be issued by the National Knitted Outerwear Association to buyers of the products of this Industry throughout the country.

This directory will have many notable points to commend it. It will give to the five thousand buyers of Knitted OUTERwear, who receive it, detailed information of the products of this Industry and of the manufacturers making them. Each manufacturer and his selling offices will be listed under the heading of the city in which he is located, and in columnar form there will be indicated the products he makes.

The directory will be published in a form so convenient that it may be carried in a vest pocket. it will probably be made with removable pages, so that it can be corrected periodically and thus kept up-to-date.

The prestige of the Association and the wide distribution of this book gives this directory a character which is possessed by no other listing. A short time remains in which new names may be listed—if you have not sent in your name and necessary information for the consideration of the Committee do so **now.**

ADEQUATE TARIFF PROTECTION

The position of the Knitted OUTERwear Industry in the Tariff Bill, as reported to the Senate by the Finance Committee, shows that the activities of the Committee on Tariff and Legislation is bearing fruit.

The Senate Committee has shown some comprehension of the difficulties of maintaining a Knitted OUTERwear Industry against the competition of underpaid foreign labor, and has tried to place this Industry in a position to keep its men at work and its mills running.

While the amount of protection provided and the Valuation basis is not satisfactory, it is hoped that events will so shape themselves, that the bill as reported, will be modified by the addition of American Valuation and charge in rate and thus give us the protection which will permit the Knitted OUTERwear Industry to expand and develop as it deserves.

Mr. J. J. Phoenix, the Chairman of the Association's Committee on Tariff and Legislation, in reporting the work done to the Directors, gave evidence that the Association has in no small measure contributed to the spread of the thought that American valuation is the only proper, fair and practical method of tariff operation.

The Tariff Committee submitted three briefs for presentation at the hearing of the Senate Finance Committee, held December 15th and 16th, 1921, covering Wool, Silk and Fibre Knitted OUTERwear schedules, together with a series of comparisons of foreign and American costs of manufacture of comparable articles. These briefs were supplemented by oral statements of Messrs. Phoenix, Waitzfelder and Worms, which were given courteous consideration by the Senate Finance Committee. The words of Mr. Phoenix, in concluding his report to the Directors, are noteworthy:

'Your Committee expects to be on the job, and expects the cooperation and assistance of all the members and all the Directors in the Industry. What will have to be done remains to be seen, but when the call comes, instant and united effort of your Committee, as embodying the majority ideas of this Industry, **must** be backed up by the actions of all members.

"We are fighting your battle—not ours. We are trying to fight the battles of the laborers that are working for you."

CLEARING HOUSE AND KNITTED OUTERWEAR

An enormous amount of work has been done by the Clearing House Committee, on both the clearing house idea and the directory to be issued to five thousand buyers throughout the country. After wading through suggestions galore, the clearing house idea has been pretty well crystalized. **This service will be open only to members of the Association and subscribers to the Publicity Campaign.**

The report of the Clearing House Committee which was accepted by the Directors, discloses the following:

The Clearing House will be conducted by the Association through a separate organization. Any merchandise which is offered to the Clearing House must be withdrawn from sale by the manufacturer for a period of thirty days. The cost to the manufacturer making use of this service will, it is contemplated, be 7½% and the terms to be given by the Clearing House are net 10 days, 30 X.

This Clearing House will serve in a great measure to remove the effect of distressed merchandise from the market and loosen up frozen merchandise. It will also have a salutary effect upon the membership. No wide awake manufacturer can neglect taking advantage of this service and the cost of membership in the association will be a minor consideration when the value of clearing house is considered.

FOR SALE

Seven, eight and ten gauge hand sweater machines. Various makes—No. 465.

Seven inch wooden spools, specially adapted for Raschel work. —No. 466.

Scott & Williams 6 x 36 ga needles, Seiffert & Donnert 18 ga 7 cut needles, Nye & Tredick 18 ga needles.

Branson Long Butt, No. 1-30 ga needles.

Victor 36 ga L. Butt needles.

Victor 36 ga S. Butt needlles.

Boss 36 ga L. B. needles.

Branson 36 g S. B. needles—No. 467.

Pepper dials, 26 ga needles.

S. & W. 42 ga Spec. S. B. needles.

S. & W. 30 ga L. Butt needles.

Coarse cranks needles.

Guides needles.

Scott & Williams needles.

Branson No. 1-30 needles—No. 468.

Assorted needles & guides.

450 Denier American Viscouse A.—No. 469.

TO reach Buvers the trade journal offers the most effective medium.

The journal of your trade is

SWEATER NEWS *and* KNITTED OUTERWEAR
321 BROADWAY, NEW YORK

338.405
NAT

Commerce

...ERSITY OF ...OIS LIBRA...
MAY 19 1922

National Knitted OUTERwear Association
Knitted OUTERwear deserves the preference ©
Bulletin

Number 15 May 6, 1922

WE WELCOME THEM

A new local of the National Knitted OUTERwear Association is the result of the intensive work of some of the leaders of the National Association.

Messrs. A. S. Waitzfelder, Rheinauer, Worms, Stern and Lhowe, put aside the demands of their own individual business and went to Boston on Monday, April 24th, to aid in the formation of a New England Local. On Tuesday, the following day, their efforts met with success, and the Knitted OUTERwear Manufacturers Association, New England District, was launched.

The largest firms in New England have become members of this Association, and the officers of the National Association feel that this new local will be of inestimable value in furthering the aims and purposes of the Knitted OUTERwear Industry. The officers of the New England District Association are as follows:

President—Thomas Wye of the Wye Knitting Mills.

First Vice-President—Louis C. Brine of the Kingston Knitting Mills.

Second Vice-President—R. H. Wyner of the Shawmut Woolen Mills.

Treasurer—Lester Marsh of the Yale Knitting Mills.

Executive Secretary and Counsel—Harry N. Guterman of 73 Tremont Street, Boston, Mass.

It is now only a matter of time before every district in which there are sufficient mills will be organized into a local.

We hope to have the pleasure of announcing, within a few months, that a local of the National Knitted OUTERwear Association has been established on the Pacific Coast.

TARIFF DANGERS

Those who have given close study to conditions abroad wonder at the placidity with which some Knitted OUTERwear Manufacturers regard foreign competition.

As expressed by one member of the Tariff Committee of the National OUTERwear Associatoin, who has hitherto given but litle attention to his duties, "We are sleeping on top of dynamite. Our entire business is in danger. If we do not get proper protection, the life of our business is only a question of months.

The full Tariff Committee of the National Knitted OUTERwear Association spent two days in studying the effect of the McCumber Bill upon the Knitted OUTERwear Industry.

Close study of conditions of manufacturing and market conditions abroad together with crossexamination of certain German gents in this country has brought [illegible] to the Committee that they [illegible] grossly under-estimated the ger to the Knitted Outerwear ustry of this country. So im- essed were these men with this ndition that they are giving up a few more days of their valuable time and are going to Washington to bring home to those in authority that this Industry with so many dependent upon it is in grave danger. With materials half the price of that in this country and the labor costs almost negligible Germany will overwhelm the Knitted Outerwear market unless strenuous measures are taken.

The Committee should be backed by every single person interested in Knitted Outerwear in this country. It cannot be stated too strongly that this matter is the foremost one before the Knitted OUTERwear Industry today. All petty matters should be discarded when this common danger is approached and a united front and common demands should be presented to Washington.

CONFUSION OF NAMES REMEDIED

With the aid of the National Knitted OUTERwear Association, the Hygrade Knitting Mills was able to present its case before the Federal Trade Commission and the Hygrade Ktg. Co. has been ordered to desist from the use of the word "Hygrade" in its corporate name or displayed upon its letterheads, stationery, circulars, advertising matter or in its trade marks, trade names, labels or devices, in connection with the sale in interstate commerce of its sweaters or scarfs, or upon cartons or containers in which its sweaters or scarfs are packed."

The Association is at all times ready to take up the matter of clearing up the situation in cases where names similar in sound or spelling, are used. In most instances, the Association is able to bring the parties using similar names together and they are able to work out methods to correct misunderstandings. In some instances arbitration is resorted to and in extreme cases an appeal to the Federal Trade Commission is made.

THE COMPLAINT BUREAU STILL FUNCTIONING

We wish to impress upon the members of the National Knitted OUTERwear Association that the Complaint Bureau is still alive and kicking. As a result of the work done in straightening out a dispute for the Shawmut Woolen Mills, the following letter was received:

"We take pleasure in advising you that our controversy with the ——— has been concluded to our satisfaction.

"We have this day received from them a letter advising us that they believe our position in the matter entirely right, and that they are prepared to accept the merchandise they returned to us, and send us a check to cover.

"We take this opportunity of thanking you for your efforts in the matter, and feel that it was through your action that the matter was brought to a satisfactory conclusion.

"Assuring you of our appreciation, we beg to remain

"Yours very truly,
"Shawmut Woolen Mills.
"(Signed) R. H. Wyner."

DOUBTFUL LABOR TACTICS

Taking labor from another manufacturer by means of higher wage inducements, is a practice which results inevitably in disaster. It is a game in which two can play, and the only result is a dangerous inflation of wages, bad feeling between manufacturers and considerable travel on the part of employees.

The individual manufacturer must realize that when he adopts a new type of machine, he must also adopt the necessity of training his own labor. It is cheaper in the long run to stand the few weeks of loss which results when a new hand is trained, than to resort to the irresponsible practice of wage enticement. By training of labor, adequate supply is assured, and cost of labor is kept at a proper level. By the acquisition of help through wage inducements, an artificial wage structure is built up, which must inevitably collapse, and breed ill feeling.

U.S. SUPREME COURT SAYS FABRIC LABELS MUST BE FREE FROM DECEIT

Labels, or brands under which articles are sold, when open to construction in the mind of the purchasing public that they describe the component ingredients or materials used in the manufacture of the articles, must clearly and definitely describe them, the Supreme Court of the United States held on April 24th, in an opinion rendered in the case of the Federal Trade Commission against the Winsted Hosiery Company of Connecticut.

The opinion of the Court, while confined to the particular issues presented, will, it is stated, have material effect in broadening the jurisdiction of the Federal Tra [illegible] Commission in such trade pr [illegible] tices. Chairman Gaskill of th [illegible] mission described the decisi [illegible] great victory. Explaining th [illegible] Winsted Company for many [illegible] had manufactured underwear [illegible] the retail trade bearing the bra [illegible] "Natural Merino," "Gray Wool, [illegible] "Natural Wool," "Natural Worsted," or "Australian Wool." Justice Brandeis declared "none of this underwear is all wool," but "much of it contains only a small percentage of wool; some as little as 10 per cent."

In this connection, he said, that while the Winsted Company labels, particularly that bearing the word "merino" have long been used in the trade, the court could not accept the contention that they are generally understood as indicating goods partly of cotton. He declared it "unsound," asserting that the labels in question are "literally false" and except those which bear the word "merino" are "palpably so." All are calculated to "decieve." Justice Brandeis added, "and do in fact deceive a substantial portion of the purchasing public."

FOR SALE:

1 Grosser 2½ cut Flat Automatic Double Lock Power Shaker Machine, 25-inch wide.

1 Grosser 5 gauge Hand Machine, 18-inch wide.

1 Seyfert & Donner 4½ gauge 2 section full fashion power machine, each sec. 19-inch wide.

1 Seyfert & Donner 8 gauge 4 section full fashion power machine, each section 18-inch wide. No. 464.

7-8 and 10 gauge hand sweater machines. Various makes. No. 465.

7-inch wooden spools epecially adapted for Raschel Work. No. 466.

FOR SALE

Scott & Williams 6x36 gauge

ert & Donnert 18 ga. 7 cut es.

ye & Tredick 18 ga. needles.

ranson Long Butt No. 1-30 ga. edles.

Victor 36 ga. L. Butt needles.

Victor 36 ga. S. Butt needles.

Boss 36 ga. L. B.

Branson 36 ga. S. B. No. 467

Pepper dials 26 ga. needles.

S. & W. 41 ga. Spec. S. B. needles.

S. & W. 30 ga. L. Butt needles.

Coarse cranks needles.

Guides Needles.

Scott & Williams needles.

Branson No. 1-30 needles.

Assorted needles and guides. No. 468.

450 Denier American Viscose A. No. 469.

1 Grosser 36-inch flat 5 ga. automatic Power Machine.

2 Claes & Flentze 20-inch 5 ga. automaitc power machine.

2 Stafford & Holt circular machine with dial, 8 needles to inch, 15-inch diameter.

2-36 imported Mohair Yarn. No. 470.

2 Dubied 5 ga. 34-inch.

1—7 fia. full automatic machine.

1—7 ga. 34 half automatic machine. No. 472.

30-inch 2½ ga. Shaker Machine.

36-inch McCreery Brushing Machine.

Lindsay-Hyde Winder—24 spindle bottle winder. No. 473.

Wildman necktie machines with all attachments. In good condition. No. 474.

WANTED:

5-10 thousand lbs. of 1-26 French Spun Yarn, at less than spinner's quotation. No. 471

1 Cone Winding Machine, Foster or Universal.

20 to 30 Spindles for skeins and with Waxing attachment. No. 475.

TO reach Buyer the trade journal offers the most effective medium.

The journal of your trade is

Sweater News
and
Knitted Outerwear

321 BROADWAY, NEW YORK

338.405
NAT
Commerce R.R.
UNIVERSITY OF ILLINOIS LIBRARY
MAY 30 1922

National Knitted OUTERwear Association Bulletin

deserves the preference ©

Number 16 May 15, 1922

CLEARING HOUSE

Those in the Knitted OUTERwear Industry who fully appreciate the importance of a Clearing House to them, will be pleased to learn that a definite step forward has been taken.

One of the men who have applied for the position of manager of this Clearing House seems to possess the necessary qualifications for this most important opening — knowledge of the Knitted OUTERwear Industry; knowledge of buyers, and sufficient capital to finance himself for a time until the Clearing House is on its way. The Chairman of the Clearing House Committee has been authorized to enter into negotiations with him

The Clearing House, as is well known by those who have followed this development, will enable the manufacturer to dispose of the so-called "lemons" that he has on his shelves. It will aid the manufacturer to realize on the merchandise which clutters up the stock room, and which, in tying up his available capital, forces him to sacrifice saleable merchandise at low prices, in order to have ready cash.

This Clearing House will offer a central point for buyers who are on the lookout for bargain merchandise. The manufacturer who is repeatedly asked for bargains will be able to turn the prospective buyer over to this Clearing House, and will be aided thereby in selling current merchandise more easily.

The importance of the Clearing House grows upon those who make a study of its probable effects upon the Knitted OUTERwear Industry. It will aid in stabilizing conditions in the trade; it will aid the Associa- in securing members, and thereby strengthen it.

More definite news of the Clearing House will be given as soon as arrangements have been completed. There is every prospect that it will be working within a very short time.

REMARKABLE CO-OPERATIVE EFFORT

The Knitted Fabrics Group of the Eastern District has just completed a fine bit of co-operative effort.

When the market broke and left the manufacturers of worsted knitted frabics high and dry, this Group was not satisfied to let it go at that. A Style Contest was originated, and eminent resident buyers and department store heads were chosen as judges.

Retail garment stores through the country were approached and told of the prominence of the judges who were to select the garments, and asked to order garments. These garments were displayed throughout the country on the same day, and publicity, which was paid for by the Group, also appeared on that day.

Quite a number of retailers took advantage of this offer, and a spirit of co-operation has been evoked between the Knitted Fabrics manufacturer, the garment manufacturer and the retailer. This feeling will redound to the benefit of the Knitted OUTERwear manufacturer, who is already experiencing an improvement in the market, and undoubtedly will be able to move the goods on his shelves within a short time.

FALL COLORS

The 1922 Fall Season Color card of America will be released for general distribution about May 8. In issuing this forecast of fashionable colors for the fall and winter seasons, the Textile Color Card Association presents 80 colors, 66 of which are portrayed in silk and 12 in woolen fabric. In a separate grouping appear twelve shoe, leather and hosiery shades.

Brilliant, exotic colors reflecting the Russian and Oriental influence of the mode are introduced in the evening shades, while smart dress, waist and suiting colors, together with charming millinery hues combine to make this new collection most attractive, as well as adaptable to all industries and trades.

Muffin, Killarney, Bittersweet, Brickdust, Poinsettia, Oxheart, Chinese Green, Fog, Moss and Rose are a few of the new colors.

WESTERN DISTRICT BULLETIN

The Western District, through its Bulletin, is inaugurating a service which should be of highest value to that district. A question box will appear in that Bulletin in which any query relating to the Knitted OUTERwear Industry will be answered authoritatively.

The Western District is to be congratulated upon the activity that its Association is displaying in solving problems for its members.

COLOR EDUCATION

The subject of color and color combination is one that appeals strongly to the Knitted OUTERwear manufacturer of the Eastern District.

On May 24th, in New York City, the Knitted OUTERwear Industry of that district will be addressed by Miss Eudora Selner, the eminent color expert, who will endeavor to impart a little of her knowledge with regard to the effective use of color. At the same time, Colonel Herman A. Metz will talk on the subject of dyeing.

The manufacturer who will attend this meeting will go away with some knowledge of the color situation. He will know the rudiments of proper color combinations and also a little idea of the practicability of certain shades for the purpose for which Knitted OUTERwear is used.

This meeting will be open to any manufacturer who happens to be in the vicinity at that time.

ATTENTIVE ATTENDANCE

The members of the Tariff Committee—Mr. J. J. Phoenix, Chairman, Messrs. A. S Waitzfelder, A. J. Farber, Fred Mayer, Sidney Worms, devoted the entire week beginning May 8th, to the sole problem of proper tariff protection.

If these men can put aside the cares of their individual business and devote their entire efforts to the furtherance of the Knitted OUTERwear Industry, can you, Mr. Manufacturer, sit back? The National Knitted OUTERwear Association is only as strong as its members.—That is an old saying, but it is true, nevertheless.

The meetings of your district can only reach their highest efficiency when every member attends. There is nothing more important to the individual Knitted OUTERwear manufacturer that his *attentive* attendance at meetings.—You surely have ideas—don't be afraid to air them.

THE EIGHTEEN "CANS"

A list of eighteen legitimate activities which may be carried on by trade associations in the interest of their members are outlined by W. Leonard Thompson, assistant manager of the Fabricated Production Department of the National Chamber of Commerce.

Activities suggested by Mr. Thompson are:

The Trade Association can make of a competitor a friend and can create mutual confidence and faith among its members.

It can determine and recommend better business ethics and practices.

It can gather statistical information for proper use by its members, on all questions of interest to members, with their co-operation.

It can develop and install a uniform system of cost accounting—uniform as to fundamentals—on which each member can compute his own costs.

It can keep its members advised as to the latest and best methods employed in their industry that work for greater economy and efficiency.

It can furnish members with credit reports and other confidential information about their customers, and thus insure greater business security.

It can watch over the legal rights of members.

It can conduct and direct co-operative advertising campaigns and create a demand for their product.

It can supervise the abitration and adjustment of business disputes better than a member can do it alone.

It can publish bulletins which give the latest news of all the industry and on all topics which in any way affect it.

It can handle freight and express problems, both as to rates and classifications, better than any individual firm can do it alone.

It can conduct research investigations of present markets, both domestic and foreign, and tell of fertile territory for new ones.

It can carry through a campaign for the economic savings that result from standardization and the elimination of unnecessary variety and accomplish results that no one manufacturer can hope to secure alone.

It can, if desired, conduct an employment bureau for its members.

It can make or supervise such technical and research investigations and tests as may be for the good of the industry.

It can maintain a general publicity campaign which will react favorably to each member of the trade.

It can furnish special reports on business conditions within the industry and throughout the country as a whole, to aid each member in visualizing these facts.

It can help members to help themselves, in all these ways and others, and can do a hundred other minor things much better than individual members can do them themselves.

FOR SALE

One Double Lock Grosser Hand Frame Silk Sweater-Necktie machine, 18 cut 18 inch wide, 4 carrier bars, 8 carriers.

One Sip Winding Maching, 64 spindles; sell cheap. No. 481

Several 4, 5 and 6 gauge hand sweater machines. No. 480

Several 5, 6 and 7 gauge hand sweater machines. No. 476

Oswald Lever silk winder, 18 spindles. No. 479

12 circular seven gauge Leightons and Stafford & Holts, all sizes ot make complete assortments.

2 seven gauge Dubied machines, full automatic, double lock, and two five gauge Dubied machines, full automatic and double lock.

5 five gauge Grosser machines of various sizes. No. 478

WANTED

Three 20 to 22 inch, 2½ cut power Shaker machines for the making of sleeves, collars and trimmings. Grossers preferred. No. 482

One Cone Winding Machine, Fostor or Universal. 20 to 30 spindles for skeins and with waxing attachment. No. 477

TO reach Buyer the Trade Journal offers the most effective medium

The journal of your trade is

SWEATER NEWS KNITTED OUTERWEAR

321 BROADWAY, NEW YORK

338.405
NAT

Commerce R R

National Knitted OUTERwear Association

Knitted OUTERwear deserves the preference

Bulletin

Number 17 June 1, 1922

ILLINOIS LIBRARY
JUN 3 1922

CLEARING HOUSE

Rapids steps are being taken to open the Clearing House for Knitted Outerwear in the immediate future. The premises of the clearing house have been fixed upon and the contract with the manager has been drawn up and will be signed within a few days. This clearing house service will be solely for members and for subscribers to the publicity campaign fund.

Those who have been following the progress of the clearing house will remember that the terms to be charged manufacturers are 7½ per cent of the selling price. The entire lots for sale are not to be sent to the Clearing House office but representative samples. The samples must be absolutely in accord with the rest of the lot as the manufacturer will be held to sample in order to protect those who buy from the clearing house.

PENNSYLVANIA DISTRICT RALLY

The Pennsylvania District Association held a get-together dinner and meeting at the Manufacturers Club, Philadelphia, Pa., on Friday, May 26, 1922, which was presided over by Mr. Fred Mayer, President of that Association. Those who came from outside the district are as follows:

Mr. Albert S. Waitzfelder, President of the National Knitted Outerwear Association;

Mr. John J. Phoenix, Vice President of the National Knitted Outerwear Association and Chairman of the Tariff and Legislation Committee;

Mr. Sidney Worms, Director/Ex-President of the National Knitted Outerwear Association and Ex-President of the Knitted Outerwear Manufacturers Association, Eastern District;

Mr. Nat C. Wildman, Director of the National Publicity Campaign;

Mr. Harold R. LHowe, Executive Secretary and Counsel of the National Knitted Outerwear Association.

Mr. Waitzfelder spoke upon the activities of the National Knitted Outerwear Association. He pointed our how the welfare of the entire Knitted Outerwear Industry was bound up with these activities. He pointed out how the publicity sponsored by this Association was increasing the use and therefore the sale of Knitted OUTERwear. He showed how the struggle for proper tariff protection was necessary for the life of the Industry and enumerated a number of other activities which are vital to the Industry.

Mr. Phoenix spoke upon the tariff bill now before the Senate. He pointed out that the rates proposed for the protection of Knitted Outerwear as embodied in this bill would shackle the Industry and subject the Knitted Outerwear manufacturers of this country to competition from countries in Europe making this class of merchandise.

He declared that even though inadequate protection was afforded Industry by this bill, Knitted Outerwear, however was better protected than any other branch of the Textie Industry—all this due to the activity of the Association's Tariff Committee.

He furthermore advised the Pennsylvania manufacturers to hold out for a fair price for their merchandise and not be stampeded into selling merchandise that showed no profit as has been too often the case during the past four months.

Mr. Worms spoke upon the absolute necessity of co-operation. He declared that day of petty suspicion and selfish interest was long past and that conditions now demand intense co-operation and above-board activities. He went on to say that the future of the industry depended upon the co-operation of all elements and unless this was given the Knitted Outerwear Industry would not develop to its merited extent.

Mr. Wildman then spoke upon publicity. With the co-operation of the entire industry behind the campaign, he said, results could be achieved which would bring Knitted Outerwear before the public and make the sale and use of the product of this industry expand as never before.

EASTERN DISTRICT COLOR WORK

A successful meeting was held in the Eastern District, on May 24, 1922, at which time the question of color was thoroughly gone into. The two angles of color which appeal most to Knitted Outerwear manufacturers were taken up—the questions of color combination and color permanency.

Miss Eudora Sellner spoke upon the necessity of beautiful color combinations and displayed ways and means by which colors to be used together could be chosen automatically.

Col. Herman A. Metz spoke upon the dye stuff situation as it affected Knitted Outerwear and gave as his opinion that no embarrassing embargoes should be placed on the importation of such dyes as were needed for matching desired shades.

THE NEW ENGLAND DISTRICT

The progress of the New England Local under the guidance of Tom Wye, President, and Harry N. Guterman, Secretary and Counsel, is noteworthy.

There will be an annual meeting in Boston on the evening of June 12, 1922, at which time an endeavor will be made to have a radio address by President Waitzfelder of the National Association delivered from some broadcasting station in the vicinity of New York received in the meeting room in Boston and amplified so that all assembled can hear it.

THE COLOR CARD

Substantial progress can be reported upon the issuance of the new color card. The desired colors have been approved by the individual members of the National Color Standardization Committee and these colors will be submitted to the dye manufacturers for an expression as to the degree of suitability for knitted outerwear.

The card when issued will be a distinct advance in color standardization. Not only will the names of colors be standardized but the suitability of each color will be indicated for the various purposes for which Knitted Outerwear is used.

WESTERN DISTRICT ASSOCIATION COST WORK

The third cost bulletin from the Western District has been gotten out. This deals with the subject of overhead expenses. The matter seems to have been gone into very thoroughly, every term taken up under the heading of overhead expenses has been closely defined and nothing left to chance.

The principles behind cost determination have been illustrated and correct and incorrect methods have been contrasted.

The Cost Comittee of the Western District is to be congratulated. The members of this most efficient committee are:

Eugene H. Mahler, Chairman
O. A. Finck
C. P. Jackson
A. J. Friedlander
A. Rosenberg
Stanley Woodworth
H. L. Ashworth, Business Manager

SUPREME COUNCIL OF KNIT GOODS MANUFACTURERS

Last year this Association worked to secure the co-operation of all associations of manufacturers engaged in the production of knit goods. It now sees its efforts bearing fruit and the following from the Knit Goods Manufacturers of America speaks for itself:

"At the Annual Meeting of our Association, it was recommended that a Supreme Council of the Knitted Textile Industry, composed of two members each from the National Knitted Outerwear Association, the National Association of Hosiery and Underwear Manufacturers, and the Knit Goods Manufacturers of America, be formed to represent the Knitted Textile Industry in all matters affecting the industry as a whole.

The need for a Supreme Council of this kind has undoubtedly been made apparent to you in your dealings with the various governmental agencies and in the negotiations which you may have had from time to time with jobbers and retailers associations.

Our Association will be very glad to have an expression of opinion from you regarding this project and will be grateful to you if you will write us letting us know whether or nt you will appoint or elect two gentlemen from your industry to represent it upon this Council."

At the annual meeting of the Association of Hosiery and Underwear Manufacturers this project was also taken up with the approval of that organization's membership.

There are many matters of importance which can be taken up by the proposed Supreme Council which will redound to the benefit of all. The plan of organization has not been worked out but that is only a matter of detail.

TRADE ASSOCIATION REGULATION

Favorable action by the Senate at this time on the Edge Bill to regulate trade associations is doubtful. This Bill provides that trade associations shall file with the Federal Trade Commission a statement of its general character, proposed activities, etc. All statistics gathered for their members by these trade associations also will be filed with the Commission. It is provided also that any trade association may request from the Commission a special ruling with respect to the legality of its plan of organization and any agreement or contracts between associations and its members, which constitute the working basis of the association.

If the Commission concludes that the purposes and objects of the association do not violate any of the anti-trust laws, the Commission shall approve the plan of organization and operation and issue a certificate of approval.

FOR SALE

1—12 spindle silk winder.
1—24 spindle silk winder.
1—5 gg. Wildman 30 in. 24 feed dial and cylinder machine, practically new. No. 484

1 Double Lock Grosser Hand Frame Silk Sweater-Necktie machine—18 cut 18 in. wide—4 carrier bars—8 carriers.
1 Sip winding machine, 64 spindles, sell cheap. No. 481

Several 4, 5 and 6 gauge hand sweater machines. No. 480

Oswald Lever Silk Winder, 18 spindles. No. 479

12 circular seven gauge Leights and Stafford and Holts, all sizes to make complete assortments.
2 seven gauge Dubied machines, full automatic, double lock, and two five gauge Dubied machines, full automatic and double lock.
5 Five gauge Grosser machines of various sizes. No. 478

WANTED

Three hand machines, either Grosser or Dubied make, 20 in. or 22 in. widefi 2½ or 3 needles to the inch. No. 483

Three 20 to 22 inch, 2½ cut power Shaker machines for the making sleeves, collars and trimming. Grossers preferred. No. 482

1 Cone winding machine, Foster or Universal, 20 to 30 spindles for skeins and with waxing attachment. No. 477

To reach Buyers the Trade Journal offers the most effective medium.

The journal of your trade

is

Sweater News *and* Knitted Outerwear

321 BROADWAY, NEW YORK

338405
NAT
Comm. R.R.
UNIVERSITY OF ILLINOIS LIBRARY
JUL 8

National Knitted OUTERwear Association

Knitted OUTERwear deserves the preference ©

Bulletin

Number 18 June 15, 1922

A SUPREME KNIT GOODS COUNCIL

The officers of this Association are working to insure the success of the formation of a Supreme Council of Knit Goods Manufacturers.

"The time has arrived," said Mr. Waitzfelder in a recent interview, "when the question arises in the natural process of evolution, whether it would not be advisable to have a small representation from the hosiery, from the knitted underwear and from the Knitted OUTERwear trades, to look after such matters, as were of common interest to all of these allied industries while keeping intact the entity of the respective associations."

THE CLEARING HOUSE

The Clearing House Committee had some difficulty in securing a man that they thought best fitted to manage the project contemplated by it. It finally has secured Mr. David M. Titelman, at present connected with the Puritan Knitting Mills of Philadelphia, to take charge. Mr. Titelman will sever his entire connection with the concern he is now associated with, and will devote his entire time and effort to the furtherance of the Clearing House. This project will be known as the "Knitted OUTERwear Sale Corporation," and will be located, most probably, in the vicinity of Thirty-fourth Street.

As soon as Mr. Titelman will have announced his plans, every member will be notified exactly how the Clearing House will function.

NEW ENGLAND NOTES

The New England Division of the Knitted OUTERwear Association, temporarily organized a month ago, and since incorporated under Massachusetts laws, was placed on a permanent basis at the first annual meeting, held at the Boston City Club on the evening of June 12th.

Thos. Wye of Tom Wye, Inc., who was temporary president, declined to continue in office, and Rudolph Wyner of the Shawmut Woolen Mills, was elected president. Other officers chosen were: Vice President, P. M. Stone of the American Knitting Company, and Thomas E. Riley of the Goldmark Knitting Mills; Treasurer, Lester D. Marsh of the Yale Knitting Mills; Executive Secretary and Council, Harry M. Guterman, Boston; Directors:Samuel Kaplan of the Suffolk Knitting Mills; Bertram Green of the Revere Knitting Mills; A. H. Fairbanks of the Middlesex Knitting Company; Robert Smoth of Robt. Smith Knitting Mills; Robert Armstrong of the Armstrong Knitting Mills; George Buxton of the Novelty Knitting Co.; Thos. E. Wye of Tom Wye, Inc., and Louis Brine of the Kingston Knitting Co.

These officers were chosen as delegates to the National Association, and the Secretary was authorized to make formal application for admission to that Organization.

The first annual dinner was held at the City Club, with the newly elected president in the chair. Greetings were received from National President Albert S. Waitzfelder. A radio concert and vaudeville numbers were enjoyed after dinner. Plans are under way for standardizing bathing suit measurements. Questionnaires have been sent to all members for the purpose of gathering complete information on this subject. The Committee in charge of this work consists of: Messrs. Kaplan, Armstrong and Guterman.

Efforts will also be made to reduce the minimum wage in knitting mills. Present scale was fixed in 1920. A committee will confer with the State Minimum Wage Commission Wednesday.

EASTERN DISTRICT NOTES

Group A of the Eastern District is busily engaged in remedying the source of fritcion between its member and the Brooklyn sweater manufacturers.

A committee has been appointed to confer with a committee from the Brooklyn sweater manufacturers, in order to come to a common understanding.

* * *

The Knitted Fabrics Group is working on a standard cloth which it will endeavor to market co-operatively.

* * *

The Bathing Suit Group of the Eastern District will be reorganized, in order that intensive co-operation may insure a larger use for the products of that particular end of the Knitted OUTERwear Industry.

* * *

Infants' wear manufacturers are intensely interested in the formation of a group covering their products. A meeting will be called in the immediate future to organize them.

NATIONAL CONVENTION MEETING

The consensus of opinion seems to be that October 5th, 6th and 7th are the most suitable dates for the National Convention. Details of this meeting will be furnished in the next issue of the Bulletin.

TARIFF

The progress of the Tariff Bill through the Senate is not at all satisfactory. Dilatory measures are being employed, and hence every member must hold himself in readiness to impress upon his Senator the absolute necessity of proper attention to Knitted OUTERwear.

The Tariff Committee is giving close attention to the progress of events, and the Knitted OUTERwear Industry can rest assured that its interests are being well taken care of.

PENNSYLVANIA DISTRICT NOTES

The Knitted OUTERwear conference held on May 26th, proved very successful. Six active and 12 associate members were secured through this meeting.

WESTERN DISTRICT NOTES

The Western District is making an active effort to raise added funds for cost work. The latest cost bulletin from this district, dealing with overhead expense, has been issued.

The semi-annual meeting of the Western District will be held at Neenah, Wisconsin, on June 23rd to 24th, 1922.

RESEARCH ON UNSHRINKABLE WOOLEN KNIT GOODS

The British Research Association for the Woolen and Worsted Industries is now engaged in an important investigation of the action of chloride of lime in making knit goods unshrinkable.

This investigation will have an important influence upon the development of the Knitted OUTERwear Industry if carried to a successful conclusion. The outcome of this investigation will be closely followed, and any results made known to members.

AN INTERESTING BOOK

The weak spot in many textile mills lies in the selling of the product. Many textile manufacturers are so occupied with the purchase of materials and the turning of these materials into finished products, that they are apt to forget that production is one-half of the business. The other half is marketing the goods. Where we find an organization that excells both in manufacturing and in marketing, we have one of the notable textile mills of the country. Several of these mills readily come to mind.

The book, "Market Analysis" by P. White, is devoted to the problems of marketing, and whether a manufacturer has his own sales department or sells through other channels, he will find it well worth his attention. It tells how markets are studied to determine the demand for goods, and to learn the character of the goods that will be wanted. There is an excellent chapter on foreign markets. The book was written primarily for business executives, but is also of value to professional market surveyors and students.

KNITTED OUTERWEAR DIRECTORY

The directory to be issued by this Association for the benefit of Knitted OUTERwear buyers throughout the country is in press, and every attempt is being made to rush the work along.

This directory will be of inestimable value to the Knitted OUTERwear manufacturer and to the buyer of his products. It will place the manufacturer and the products he manufacturers prominently before the eyes of his customers, and this book will give our members a better opening than manufacturers not listed therein.

GET MAXIMUM POWER FROM BELTS

From the time when leather belts were first used for power transmission until the present, men have argued the question of whether a belt should be run with the grain or the flesh side next to the pulley.

Last year tests of the capacity of the grain and flesh sides of leather Belting Exchange in its research laboratory at Cornell University.

To review the details of each individual test would require more space than is here available. Suffice is to say that a summary of all the results is clearly in favor of the grain side from the standpoint of power transmission. In fact it may be concluded from it that under reasonable shop tension, the flesh side will average only 50 to 60 per cent. as much horsepower as the grain side. At higher tensions the flesh side will do better, averaging from 50 to 100 per cent. as much power as the grain, depending upon the belt, the tension and the condition of service.

FOR SALE

Three Campbell and Clute tables, 24 and 26 guage, fully equipped for making crepe fabrics.

Four Tompkins tables, 24 and 26 gauge.

Eight Allen winders ,12 spindles each. No. 487

Two Dubied machines, brand new, seven gauge, 40 in., full automatic, stripe attachments. No. 488

1 Grosser 32 in. flat 5 gauge, automatic power machine.

2 Claes & Flentje, 20 in., 5 gauge, automatic power machine.

2 Stafford & Holt circular machines with dial, 8 needles to the inch, 15 inch diameter.

1 Stafford & Holt circular machine, 8 needles to the inch, 15 inch diameter.

2/36 imported mohair yarn.
No. 489

1,000 lbs. 20/2 Merc. yarn on Cones, all colors. No. 490

700 lbs. 3/16 7s in the oil, also about 1,400 lbs. in colors and heather

850 lbs. 2/30 Mohair in various shades. No. 491

Seyfert & Donner, 2 section power machine, 5 gauge with extra 7 gauge plates, each section 19 in. wide.

Seyfert & Donner, 4 section power machine, 8 gauge, each section 18 in. wide, both semi-automatic.

Stafford & Holt jumbo machines—2 cut 9¼.

Stafford & Holt jumbo machines—2 cut 10½.

Stafford & Holt jumbo machines—2 cut 11¼.

Stafford & Holt jumbo machines—2 cut 12¾.

Stafford & Holt jumbo machines—2 cut 13½.

Stafford & Holt jumbo machines—2 cut 14½.

Stafford & Holt jumbo machines—2½ cut 15.

These are full automatic equipped with Crawford stop motions and some of them have stripers.
No. 492

Machinery and fixtures of a complete small size sweater plant, either as a whole or in part.
No. 486

WANTED

5 gauge Full automatic double lock machine in good condition. Dubied or Grosser make. Give size of needle bed, condition, lowest price. No. 485

Three hand machines, either Grosser or Dubied make, 20 in. or 22 in. wide, 2½ or 3 needles to the inch. No. 483

Three 20 to 22 inch, 2½ cut power Shaker machines for the making of sleeves, collars and trimmings. Grossers preferred. No. 482

TO reach Buyers the Trade Journal offers the most effective medium.

The journal of your trade
is

Sweater News *and* Knitted Outerwear

321 BROADWAY, NEW YORK

338.405
NAT

Comm. R.R.

UNIVERSITY OF ILLINOIS LIBRARY
JUL 1922

National Knitted OUTERwear Association Bulletin

Number 19 July 7, 1922

CLEARING HOUSE

The Clearing House of the National Knitted OUTERwear Association is now open! Under the name of the "Knitted OUTERwear Sales Corporation," it has offices at 347 Fifth Avenue, New York City.

The manager of this establishment, Mr. David M. Titelman, is a man of wide experience in the Knitted OUTERwear field, and manufacturers who avail themselves of the services of this Clearing House are assured of the most considerate and able attention.

The manager has not been idle, and before the Clearing House has opened has already secured orders for a large volume of business.

The services of the Clearing House, which is only for members or subscribers to the Publicity Campaign, will be thoroughly explained in a circular which will be issued to the Knitted OUTERwear Industry.

PUBLICITY BUREAU WORK

Great amount of space has been accorded Knitted OUTERwear through the activity of our Publicity Bureau. From coast to coast there is scarcely a newspaper or magazine which does not, at frequent intervals, give publicity to Knitted OUTERwear. The Fifth Avenue Fashion Service and the News Service of our Bureau, is at all times sending out attractive pictures and stories which tend to increase the use and sale of the products of our Industry, and the effects of their publication are distinctly perceptible.

Each subscriber to the Publicity Campaign has been shown from week to week something of how the trade papers are utilizing the photographs and articles on Knitted OUTERwear that the Bureau supplies. For example, the recorded amount of space devoted to Knitted OUTERwear material by the trade papers during the month ending May 15th, totals 68,770 lines.

With the proper co-operation the Publicity Bureau will drive home to the consumer that knitted OUTERwear garments are pre-eminently suited for both the rough and tumble of everyday life and also for the show and display of fashion. The consumer is learning every day that "knitted OUTERwear deserves the preference."

MAKING FASHION WORK FOR YOU

The policy of the Fashion Committee appointed by Pres. Waitzfelder is to both regulate fashions and to originate them. Due consideration will be given to the uncertainties of minute to minute fashion changes and attempts will be made to fix upon official styles which will be given full publicity and thus help the hesitant manufacturer in deciding upon his numbers.

TO GRADE MOHAIR

Investigations looking toward the establishment of grades for mohair are now being made by the United States Department of Agriculture.

BATHING SUIT OPENING DATE

The opening date for showing their bathing suit lines has been fixed upon by the New England Districts' Bathing Suit Group. This date, July 15th, it was felt would be fairer to all concerned than a date earlier in the month. Wide publicity is being given this opening date and buyers are holding off until they see the New England products.

The spirit of the Bathing Suit Group of the New England District is commendable. Absolute harmony seems to obtain there, and the spirit of co-operation which is being developed will surely work for the common good.

THE STANDARDIZATION OF DETAILS

Enormous savings have been shown by the Fabricated Production Department of the United States Chamber of Commerce to result from the standardization of details.

While the Department recognizes that in any field of endeavor where style element prevails, standardization of the completed article is almost impossible, it still maintains that the standardization of certain garment essentials will effect a saving for any manufacturer.

It quotes, for example, that in the shoe industry, standardization of the cartons into which the shoes are packed, has worked a great saving.

There is a virgin field in this direction for the Knitted OUTERwear Industry, and suggestions on any phase of standardization will be welcomed from any member.

COMPLAINT BUREAU

Every time you let a customer walk over you, you make a smoother path for the next man. If you feel that you are being imposed on thru unjust returns or cancellations of orders—remember that you have an efficient Complaint Bureau functioning for you.

The Complaint Bureau of the National Knitted Outerwear Association has a long record of successful achievement. The standing of the association enables it to settle most disputes in very short order and the salutory effect upon your customer in impressing upon him that his unfair methods will be exposed makes him less inclined to put anything across.

COLLECT YOUR BILLS

Don't let your customers play around with money that belongs to you. The man who is a poor payer is next door to a bankrupt. Insist upon prompt payment of bills when due—you will have less trouble in the end.

The Collection Bureau of the Eastern District is at all times ready to undertake collections for members of any of the other district associations. Send in your hardnuts for collection to

Collection Bureau,
Knitted Outerwear Mfrs. Assn.,
Eastern District,
321 Broadway, N. Y. C.

WHO MAKES THIS?

A prominent rubber goods concern wishes to get in touch with manufacturers who can make Tubular Stockinette from No. 30 Single Combed Peeler Yarn, two ends on cylinder of 1 11-16 inch diameter with 100 needles to the circumference. Netting to be knit twenty-seven courses to inch after fabric has come to rest.

Any manufacturers desiring further information will secure same by addressing the office of the Secretary.

WESTERN DISTRICT NOTES

The Neenah semi-annual business meeting and outing of the Knitted OUTERwear Manufacturers Association, Western District, held at Neenah, Wisconsin, on June 23d and 24th, 1922, proved a decided success. The combined program of business and pleasure seemed to be to the liking of the members and all expressed themselves pleased at the manner in which things were run off.

President D. F. Shogren opened the business session held at the Neenah Club, and commended the members of his district for their fine co-operation during the preceding six months.

One of the fine bits of work done in the Western District—an accurate and practical cost finding system was presented at the meeting. The district is to be congratulated at the manner in which they have tackled this difficult task and are to be urged to keep up the good work.

WATCHING CONGRESS

The Knitted OUTERwear section of the tariff bill will soon come before the Senate, and the attention of every Knitted OUTERwear manufacturer should be concentrated on the treatment accorded the products of our Industry. It cannot be too strongly stated that the future of the Knitted OUTERwear Industry lies in the hands of the Senate. The competition of foreign manufacturers will be too strong for Americans, unless proper tariff protection is afforded.

The Tariff Committee of our Association is in close touch with affairs, and is spending a great deal of its time supplying pertinent information to Congress showing just what measure of protection is absolutely necessary, in order that American manufacturers and laborers in the Knitted OUTERwear Industry may continue to exist.

CO-OPERATION

On the invitation of the Secretary of Commerce President Edgerton of the National Association of Manufacturers has named an advisory committee representing different lines of industry to co-operate with the Department of Commerce and to afford an agency for coordinating the work of committees of trade associations who are concerned with the particular problems and to be of service to Industry and the Department of Commerce in problems of common interest both to industry and Government Departments.

The National Knitted Outerwear Association is listed among the trade associations who are included in the Advisory Committee.

ART SILK AS WOOL SUBSTITUTE

A new German invention deals with employing artificial silk for yarns with a wool-like appearance. As the paste is pressed through the holes of the sieve the latter is given a motion which imparts curls to the art silk yarns similar to those which characterize wool. The art silk fibre is cut into staple lengths and spun into yarn which is the stronger the more curls are in the fibres. The yarn is then passed between two cylinders revolving at different speed. The slower cylinder has a smooth surface while the speedier is covered with emery which roughens the surface of the art silk yarn and makes it look as if made of wool.

FOR SALE

Seyfert & Donner, 2 section power machine 5 gauge with extra 7 gauge plates, each section 19 in. wide.

Seyfert & Donner, 4 section power machine 8 gauge, each section 18 in. wide, both semi automatic.

Stafford & Holt jumbo machines,
2 cut 9¾
" " 10½
" " 11¼
" " 12¾
" " 13½
" " 14½
2½ " 15

These are full automatic equipped with Crawford stop motions and some of them have stripers.
No. 492

700 lbs. 3-16 7s in the oil, also about
1,400 lbs. in colors and heather mixtures.

1,500 lbs. 2-18 mohair in various shades. About 850 lbs. 2-30 in various shades. No. 491

1,000 lbs. 20-2 Merc. Yarn on Cones (all colors). No. 490

1 Grosser 32 in. flat 5 gauge automatic power machines.

2 Claes & Flentze, 20 inch, 5 gauge auto .power machine.

2 Stafford & Holt circular machines with dial, 8 needles to the inch, 15 inch dial.

1 Stafford & Holt circular machine, 8 needles to the inch, 15 inch diameter.

2-36 imported mohair yarn.
No. 489

Two brand new seven gauge, 40 in. full automatic stripe attachments, Dubied machines. No. 488

3 Campbell—Clute tables.
4 Tompkins tables
12 Allenwinders
Above tables equipped with 24-26 gauge parts. No. 487

Machinery and fixtures of a complete small size sweater plant, either as a whole or in part.
No. 486

1—12 spindle silk winder
1—24 spindle silk winder
1—5 gg. Wildman 30 in. 24 feed dial and cylinder machine, practically new. No. 484

WANTED

Three 20 to 22 inch, 2½ cut power Shaker machines for the making of sleeves, collars and trimmings. Grosser preferred. No. 482

Three hand machines, either Grosser or Dubied make, 20 in. or 22 in. wide, 2½ or 3 needles to the inch. No. 483

5 gauge full automatic double lock machine in good condition .Dubied or Grosser make. Give size of needle bed, condition, lowest price. No. 485

TO reach Buyers the Trade Journal offers the most effective medium.

The journal of your trade
is

Sweater News *and* Knitted Outerwear
321 BROADWAY, NEW YORK

338.405
NAT

National Knitted OUTERwear Association

Knitted OUTERwear deserves the preference

Bulletin

Number 21 August 7, 1922

THE LIBRARY OF THE
AUG 22 1922
UNIVERSITY OF ILLINOIS

WHO'S WHO IN K. O.?

Chicago will look like the blue book of the Knitted OUTERwear Industry on October 5, 6 and 7th. Every manufacturer in this Industry who can spare the time and even those who cannot, will be in Chicago at that time for the Convention of the National Knitted OUTERwear Association.

It has been the experience of all those who attended previous National Conventions that they had been benefited extremely through their close touch with the work of the Association and their renewed friendships with every manufacturer in the Industry.

It is worth your while, Mr. Manufacturer, to set October 5, 6 and 7th aside for the good of your spirit and your business.

Those in the know, say it is as important for the manufacturer to know his fellow manufacturers as to know his buyers.

CALL FOR MERCHANDISE

The Clearing House has received requests for the following merchandise:

If you have any of it on your shelves, will you get in touch with the Knitted OUTERwear Sales Corporation, 347 Fifth Ave., New York City.

75 dozen boys' shaker pull-overs.
250 dozen ladies' low priced wool slip-ons.
50 doz. ladies' fibre tuxedos.
100 dozen boys' low priced pullovers.

TARIFF

The members of this Association who have been following the trend of events in Washington will have no difficulty in realizing that the lot of our Tariff Committee is not an easy one.

The individual business of this Committee has suffered in order that the Knitted OUTERwear Industry might benefit. The Association owes every one on the Committee a vote of sincere thanks of the strenuous efforts they have and are making to see that Knitted OUTERwear is properly considered by those in Washington.

WESTERN DISTRICT NOTES

The cooperation that the Western Association is affording the National Association in preparing for the National Convention is commendable and has won warm praise from President Waitzfelder.

The Secretary of the Western District has taken up the question of accomodations with Hotel Sherman and rate cards have been prepared which will be sent to all members.

The K. O. W. Boosters Club of the District has offered to tender a banquet to the delegates during the Convention and this offer has been accepted by the National Association.

SPEAKING OF KNITTED OUTERWEAR

Knitted OUTERwear will have a big boost when four of the most prominent men in the Industry will address the Retail Garment Dealers of this country at their Convention in New York, August 15th and 16th.

Mr. Albert S. Waitzfelder, our National President will have that very difficult subject "Style and Fashion Articles of Knitted OUTERwear" to put before the Convention.

He, along with the other speakers, is trying to get the expression of manufacturers as to the items that should be presented and has secured the collaboration of the Knitted OUTERwear Bureau in getting together material to present the work that the National Association is doing to further the development of the Knitted OUTERwear Industry through publicity.

The bread and butter articles of the Knitted OUTERwear Industry will be handled by Mr. Rheinauer in his usual able fashion under the heading of "Staple Articles of Knitted OUTERwear."

The little sister of the Knitted OUTERwear Industry, which is growing very rapidly—knitted fabrics—will be handled by two speakers, who know their subjects as very few do, Mr. Rudolph Schreiber, who will handle worsted knitted fabrics, and Mr. E. Neufer of the Crystal Mills will handle fibre and silk knitted fabrics.

The Knitted Fabric Industry can leave its interests safely in the hands of these two speakers who have their knowledge of this phase of the Knitted OUTERwear Industry at their finger tips and know how to put their views across.

NEW ENGLAND DISTRICT

A committee on trade abuses has been appointed by President R. H. Wyner of the New England District having as its personnel Robt. B. Smith, Philip A. Davis, Harry N. Guterman.

It will be the efforts of this Committee to take up some of the local trade abuses with the endeavor of correcting them.

The Bathing Suit Group of the District is very active and at a recent meeting took up piece work prices paid in various plants.

The following piece work list should be of interest to our members:

	Highest	Lowest
Seaming	.30	.25
Covering	.12	.10
Covering Arm Hole and Neck	.20	.12
Hemming	.20	.12
Marking	.10	.06
Setting in Tights	.15	.10
Making Shoulder Piece	.20	.15
Making Button Holes	.03	.03
Sewing on Buttons,	.02	.02
Pressing	.15	.10
Examining and Folding	.25	.15
Packing	.12	.05

EFFICIENCY SHARKS

Those of our members who are interested in seeing their affairs go smoothly will be deeply interested in a book issued by the Hammermill Paper Co. This book, "Printing Gets Things Done," is issued free of charge, and contains simple methods of assuring that things really do get done.

The Secretary has a few copies in his office which he will gladly send to any manufacturer who wants them.

MERCHANDISE FAIR

The Merchandise Fair now being held in New York is being watched with close attention by all manufacturers in the Knitted OUTERwear Industry.

Nothing of the sort has ever been done on such a scale in this country and if this affair proves the success that seems indicated, it will have an important influence on the opening of lines and the selling procedure of the Industry.

Some of the prominent members of the Knitted OUTERwear Association who sell direct to retailers have taken space at the fair and their experience and success will be closely studied.

CLEAR YOUR SHELVES

The buyers are clamoring for your goods, Mr. Manufacturer. They want those lemons and that excess merchandise that you have been trying to dispose of this long time.

At the office of the Knitted OUTERwear Sales Corporation, at 347 Fifth Avenue, New York City, a constant stream of buyers are asking for merchandise.

What are you doing to satisfy them? You can benefit yourself and the Industry by turning your excess baggage into ready cash. The Clearing House is open for business.

DO YOUR SHARE!

THE HANDY LIBRARY FOR ADVERTISERS

A good many members are now dabling with advertising and for the information of those who really will want to get into the subject and understand it, we are reprinting a small list of books dealing with advertising, compiled by Printers' ink:

Advertising as a Business Force
P. T. Cherington

Advertising and Selling; Principles of Appeal and Response.
H. L. Hollingsworth

The Psychology of Advertising
W. D. Scott

Advertising; Its Principles, Practice and Technique
Daniel Starch

Business of Advertising
E. E. Calkins

Advertising; Its Principles, Practice
Tipper, Hollingworth, Hotchkiss and Parsons

Making Type Work
Benjamin Sherbow

Advertising Handbook
S. R. Hall

Making Advertisements, and Making Them Pay
R. S. Durstine

A Short Course in Advertising
A. F. Osborn

HOW MUCH WILL WOOL COST?

Those manufacturers of the Knitted OUTERwear Industry who are interested in business conditions and who attempt to place their predictions of coming markets on sensible basis, will be pleased to receive a report on the wool situation issued by the Harvard University Committee on Economic Research.

This Committee is issuing this report on wool to anyone interested and it can be secured by writing to the Harvard Economic Service, Cambridge, Mass.

If you are deeply interested in business conditions, your attention is invited to the Survey of Current Business issued by the United States Department of Commerce. This is a monthly publication supplemented by semi-monthly reports and gives a rapid and comprehensive view of the tendency of business.

The subscription price of these bulletins is $1.00 a year and anyone will be amply repaid if he sends up for it.

ANALYSIS OF WEATHER TENDENCIES ESSENTIAL TO BETTER MERCHANDISING

The study of weather and climatic conditions is recommended to business men by the American Meteorological Society Bulletin. For Manufacturers, wholesalers and retailers, such information makes for closer contact with the ever so temperamental consumer.

It has been the policy of some large department stores to distribute weather maps to merchandising and advertising executives. The daily advertising appeal can be varied to suit the temper of the public, whose wants will be shaped by natural forces. The "seasonable goods" window display is traditional, but it is wiser to be guided by the actual conditions "even though they may be theoretically unseasonable." Bright colors on cool days and cool colors on warm days is more profitable than a more rigid arrangement. Warm clothing is often bought on cool days out of season.

In writing an announcement for the newspapers the auspices of its appearance should be appropriate. "Hot weather needs" carry small appeal on a cold and rainy day, even in mid-July.

If the retailers' problem is complex, even more so is that of the wholesaler. For real effectiveness the wholesaler must study not only weather reports but also meteorological data. Advertisements sent haphazard throughout the land often sound forced in some localities. Propaganda gobbled in one section may go unnoticed in another. The receptivity of the public mind in a given locality is conditioned by weather phenomena conducive or detrimental to crop production.

The manufacturer who seeks foreign fields for his products can often profit from meteorological survey of the land he wishes to serve. The "point of contact" in advertising and distribution can be so much more gracefully established when customs growing out of weather conditions are used to advantage.

BUDGETARY CONTROL

Although much has been written on Budgetary Control as applied to particular phases of business, the book, "Budgetary Control" by James O. McKinsey, is the first attempt to present the subject as a whole.

To achieve success and a clear comprehension of business every thinking manufacturer ought apply the system of budgetary control to his business.

By this system of control the manufacturer can retain a firm hold on his business affairs and know from day to day just where he is going.

The Secretary would welcome any comments on this book from manufacturers who read it and will transmit these remarks to our members.

TO reach Buyers the Trade Journal offers the most effective medium.

The journal of your trade

is

Sweater News *and* Knitted Outerwear

321 BROADWAY, NEW YORK

338.405
NAT

Comm. R.R.

National Knitted OUTERwear Association

Knitted OUTERwear deserves the preference

Bulletin

UNIVERSITY OF ILLINOIS LIBRARY
SEP 18 1922

Number 22 September 11, 1922

ALL ROADS LEAD TO ROME

Chicago on October 5th, 6th and 7th, 1922, will look like the hub of the Universe as far as Knitted OUTERwear is concerned. Practically every manufacturer of importance will be there, especially those who have been to previous conventions.

There is something about a convention of men all engaged in one craft that seems to send the participants away with renewed faith and interest in their business.

It is evident to the thinking, that the man who keeps his nose to the grind-stone of his own individual business, is not working toward the greater success.

A careful study of the men who have been successful in Knitted OUTERwear, will, without exception, show men who are interested in every phase of the Knitted OTERwear business; who are always anxious to meet their competitors and to exchange information.

Mr. Manufacturer, you cannot miss this opportunity of meeting everyone worth while in the Knitted OUTERwear Industry.—REMEMBER—HOTEL SHERMAN, CHICAGO, OCTOBER 5th, 6th and 7th, 1922.

STANDARDIZATION OF SIZES

The Standardization Committee, led by its able Chairman, Mr. R. H. Wyner, President of the New England District, is attacking the problems of standardization of sizes for Knitted OUTERwear.

This subject is one of the most important problems of this Industry, and while work has been done from time to time, no definite conclusion was ever reached.

An attempt will be made, which seems to be successful, to present to the National Convention, on October 5th, 6th and 7th, 1922, a full list of standard sizes.

There is also in prospect a plan to indicate on the garments of every manufacturer whether standard sizes are followed or not. In this way, manufacturers may be able to withstand the price competition of those who skimp on sizes.

HAVE YOU GOT THESE GOODS?

Our Clearing House is sending out a hurry-call for the following:—

Brushed wool scarfs for men and women.

Low-priced ladies' slip-ons.

Ladies' worsted tuxedos.

If you have any merchandise that you wish to dispose of, remember that our Clearing House, acting as the Knitted OUTERwear Sales Corporation, at 347 Fifth Avenue, New York City, is the one place for you to send your merchandise.

The buyers are gradually making the Clearing House office their first stop in New York, and the manufacturer who wishes to dispose of his merchandise in a hurry, can be assured that Mr. Titelman, the manager, can do it, if anyone can.

MOTH-PROOF WOOL

With all of the many virtues of woolen fabrics for the making of garments they have one annoying quality in that they present a tempting titbit for one of the worst insect pests which afflict mankind—namely, the ordinary clothes moth, which finds nothing edible in cotton, linen or silk, but dotes on wool. The announcement made a few months ago by a German firm that they had perfected a treatment for woolen fabrics making them absolutely moth-proof, is of the highest importance, since it presents an opportunity for the prevention of what are at present enormous losses from this cause.

The treatment is extremely simple, since all that is needed is to place the woolen goods in a cold solution of the new chemical until thoroughly saturated. It is then taken out of the solution, hung up for a few hours, carefully rinsed with fresh water and dried.

Woolen goods thus treated are absolutely unappetizing to the greediest moth larva. This was conclusively proved by various experiments—A few strands of wool were placed in two test tubes within which moth eggs were then placed. Six months later photographs showed that tube A, containing the untreated wool, was quite empty except for the excrement and pupa cases of the larvae, while tube B contained the woolen contents intact, plus the corpses of the larvae, which had quickly starved to death upon issuing from the eggs.

The chemical used in Martian Yellow, which in spite of its name, does not affect most colors.

POLICIES OF ORGANIZED LABOR

Probably no more complete and extraordinary confession of the policies of the leaders of organized labor is to be found, than in the testimony of Mr. Gompers before the Committee of the New York Legislature Investigating Housing Conditions (Lockwood Committee) appearing in the May and June issues of Law and Labor.

Excerpts from Mr. Gomjer's testimony have been reprinted in pamphlet form and are available to our members upon request.

We believe that reading of this testimony by employers, workers, and students of the Industrial problem, will be highly worth while.

Write to the Secretary for a copy.

SOME OBSERVATIONS ON WOOL

"Wool," says Mr. John W. Radcliffe, "can be traced back to an animal producing goat-like hair, and inhabiting the plains of Syria. Originally wool was brown, black or speckled, and not until the time of King Philip of Spain, was the first white flock originated.

Different wools possess different qualities, which accelerate or retard the action of dyestuffs. Many of the faults for which dyers are blamed originate not in the dye vat, but in the nature of the materials which are being dyed.

338.05 Commerce RR
NK

UNIVERSITY OF ILLINOIS LIBRARY

MAR 7 1922

Placing Orders as Affecting PRICES

Knitted
OUTERwear

Placing Orders As Affecting Prices

The manner in which merchants place orders for Knitted Outerwear has a direct effect upon prices.

While producing Knitted Outerwear the manufacturer faces many problems. He must manufacture a garment that must reach the hands of the retailer at as low a cost as possible; and in order to do that he must keep his overhead expense down to as low a figure as possible, keep his mill running continuously, and keep his labor employed steadily.

The manufacturer of Knitted Outerwear occupies a peculiar position in the field of garment manufacturers, since Knitted Outerwear is the only product where the manufacturer performs a **double conversion** operation. In every other garment manufacturing industry the garment manufacturer is concerned with only one thing, the making of the garment. In Knitted Outerwear the manufacturer of the garment is concerned with two things, the producing of the fabric and the converting of the fabric into the finished garment.

In order that the details of these processes may be fully understood it may not be amiss to enumerate the various operations through which a Knitted Outerwear garment must pass before it leaves the Mill. (1) Dyeing; (2) winding; (3) doubling of yarn—three operations, passing through three hands—then

(4) knitting (5) cutting, (6) operating, (7) finishing, (8) making tassel, sash or button hole, (9) labeling, (10) pressing, (11) examining, (12) boxing, (13) billing and checking with order, and (14) packing and shipping.

Where fourteen separate operations are necessary as a minimum, orders for immediate manufacture and delivery cannot satisfactorily and economically be filled.

IMMEDIATE DELIVERY ORDERS result in **bad** business for manufacturer and merchant because lack of advance orders—

MEANS a partially idle mill—which increases the cost of the product.

MEANS unsettled labor, making it inefficient and expensive—which increases the cost of the product.

MEANS frequent salesman's trips to the trade, which together with the high railroad and hotel rates—increases the cost of the product.

MEANS that when the merchant wants Knitted Outerwear to meet consumer demand, he cannot secure a full and complete supply, assortment and must pay **more** for what he **can** get.

Placing Orders As Affecting Prices

During the war and for a period of about a year and a half thereafter orders for Knitted Outerwear were placed with the manufacturer for a period of about six months to a year in advance. This condition, while unavoidable under the circumstances, was an undesirable extreme.

During the season just past retailers and jobbers have placed no advanced business with the manufacturer. This is the other undesirable extreme.

As this is being written, mills report more orders than can possibly be filled. If these orders had been placed in time several months ago, it would have cost less to produce the merchandise ordered, the merchandise would not be so scarce, and **two valid reasons** for higher prices would not exist.

Jobbers, retailers and merchandise men in general can co-operate with manufacturers by placing their orders seasonably in advance.

Replies and suggestions are invited.

National Knitted
Outerwear Association
321 BROADWAY NEW YORK

The grades of wool differ according to the climate and according to the pasture.

Lustre has its origin in the physical characteristics of the cuticle of the wool. Lustrous wool affords the dyer every opportunity to produce the best possible results. A shade on lustrous wool will be different from a similar dyestuff applied to nonlustrous wool. Sometimes a manufacturer will send a second lot of pieces to be dyed similarly to an original lot, and will expect the same shade. If that does not occur, he blames the dyer, but a difference in the quality of wool used may have caused the difference in the dyeing results. The higher the quality, the more readily is the dyestuff absorbed; hence a difference between using 70's Botany noils and 64's Botany noils may effect the dyeing.

Kemp fibres were not dead fibres, but diseased hairs and grow in some instance more rapidly than the true fibre. They have been seen to grow to four or five inches long in as many weeks. A kemp is thicker than the neighboring fibres.

WANTED: MORE SPECIALTIES

"Today," says Ray Giles, in Printer's Ink, "If the public was advertising its needs to perplexed manufacturers, there would, I believe, be one commonest advertisement of all. At its head we would see the words: 'Wanted: More Specialties'.

"If there were no differences between various makes of men's clothing, what a shopping adventure we could make out of the purchase of a new suit! But Adler Collegian Clothes of Milwaukee, evidently sense the call for a specialty. So—we are reading that they have a new Mc-Bedwin Finish on the inside of their coats. We are the first time introduced to the inside of a coat instead of the outside. And, other things equal, who wouldn't prefer a coat with an inside finish has evidently been worked out by a specialist?

"The value of specialties in the highly standardized men's wear field is evidently recognized by Rogers Peet to judge by their featuring of such rutless merchandise as Westpointer Shoes and Scotch Mist Coats.

"Once you are sold on these products, the chance for substitution fades out.

"How can the manufacturer go about converting his highly standardized product into a specialty? Several principles suggest themselves:

(1) A single element may be further developed, altered or emphasized.

(2) A new feature may be added. The Kodak business is an example of the continuous addition of features having specialty value. Eastman specialized in meeting the amateur's needs. First he added compactness—or took away bulk, if your mind is running negatively today. Later additions included the Autographic Back, the Range Finder and a device to determine correct exposure.

(3) Subtraction sometimes works just as well. Fuld & Hatch by subtracting the buttons found on union suits, have produced a garment which is entitled to be classed as a specialty—The Hatchway No - Button Union Suit.

(4) Consider the possibility of specializing on price. Style-Plus Clothes were produced to meet the market for clothes at a fixed price range, $25-$30-$35.

(5) Hunt out the weakest point in goods of your class, and then find a way to overcome that weakness. The weakest point in socks used to be the toe and heel. By knitting extra thickness into these points "specialty" appeal in them. This specialty of yesterday is today's staple, but it still remains to point a way to manufacturers in other lines.

(6) It may may be wise to cut a line or group of products. The history of successful business includes a large number of chapters devoted to manufacturers who cut off poor-paying and sometimes even profitable numbers in order to specialize on a more limited range of merchandise. "It is in working within limits that the artist reveals himself" said someone or other who had evidently been thinking about 5 o'clock.

(7) When you're sure you're right have the courage and patience to stand by your specialty product until time and performance prove its worth. Hats off to the two cylinder Autocar—the air-cooled Franklin—the Stanley Steamer. Every one of these vehicle builders has had the courage to specialize—in the face of

To Be Continued

WANTED

A complete fibre silk cloth mill; with full equipment of Tompkins or Wildman's spring needle machines, winders, etc.—No. 509.

A Wildman Ribber Machine or a Scott & Williams or Stafford & Holt Machine—No. 504.

Eight gauge machine—other Grosser or Dubied—in rather a long length, double lock preferred.—No. 501.

One 54″ Brushing Machine—No. 499.

10 to 20 Spindle Fostor winding machine—No. 498.

FOR SALE

A new cutting machine—Eastman—Guaranteed.—No. 505.

Silk Treating Plant—Complete—No. 503.

Variety of Nuppen & Jacquard hand and power machines at very low figure—No. 502.

Two steames, 1 four horse power and 1 three horse power, one being brand new. Sell cheap—No. 500.

Wildman latch needle machines—

1—36 gauge, 16″
1—36 gauge, 18″

Wildman spring needle machines—

1—22 needles to the inch
1—16 needles to the inch—No. 497.

Scott & Williams latch needles machines—

1—20″, 36 gauge
1—20″, 24 gauge
both have dial and cylinder—No. 496.

TO reach Buyers the Trade Journal offers the most effective medium.

The journal of your trade
is

Sweater News *and* Knitted Outerwear
321 BROADWAY, NEW YORK

338.405
NAT
Comm. R.R.

National Knitted OUTERwear Association

deserves the preference ©

UNIVERSITY OF ILLINOIS LIBRARY
OCT 24 1922

Bulletin

Number 23 Octber 17, 1922

THE CLEARING HOUSE WANTS MERCHANDISE

The Clearing House is now running smoothly.

It has been placed, however, in a very peculiar condition.— It has plenty of buyers, but not enough merchandise.

The members of the Association are urged to co-operate more closely with the Clearing House and not allow their surplus stocks, jobs or seconds, to accumulate, but to send samples immediately to the Clearing House.

There will be no charge made unless the Clearing House sells the merchandise. The clause which specified thirty days priority and a penalty commission for sale during that period, has been removed, and a charge is only made when a sale is actually accomplished by the Clearing House.

The merchandise that the Clearing House is especially in need of are lots of brushed wool scarfs, shakers and ribbed sweaters.

CONVENTION AFTER-THOUGHTS

The Convention in Chicago was a success from every angle. The social side was so well taken care of by the Western District, that some men who attended the Convention have not recovered as yet. Furthermore, so much work was accomplished at the Convention, that a special number of this Bulletin will be issued with an intensive survey of what was accomplished.

Those who attended this Convention have vowed never to miss another one.— Everyone who attended was inspired with that broad feeling of trade unity which is reflected in the work of the successful men of the industry.

So earnestly is this feeling desired, that the heads of some of the great mills of the Industry sent all their executives to the Convention; a policy which they feel pays even from the material dollar and cents point of view.

AFFILIATION OF THE BROOKLYN SWEATER MANUFACTURERS

The Brooklyn knitters are now part of the Association. Much satisfaction has been expressed over the final assimilation of the Brooklyn Knitters Association, by the Knitted Outerwear Manufacturers Association ,Eastern District.

A great deal can now be accomplished in aiding the Brooklyn knitters in adopting cost systems; in encouraging the use of the Clearing House for the disposal of surplus merchandise; and in aiding them to secure that information which is necessary for the proper and efficient conduct of a knitting mill.

The feeling among the Brooklyn manufacturers towards Association work is highly commendable. They are all anxious not only to benefit, but also to serve and it is certain that the Association will benefit by the acquisition of a group, which though not so strong financially is, however, strong in co-operation.

COMPLAINT SERVICE

Attention of the members of this Association is directed towards the Complaint Service of the National Knitted OUTERwear Association.

Wherever cases arise of unjust returns or cancellations, the Association is in most instances able to stop these practices.

Members are asked not to let any cases of unjust returns or cancellations go uncontested. If every offence will be brought to the attention of the Association, the attitude of the offenders in industry will be changed, and business practices of the highest order will then be encouraged.

THE NEW COLOR CARD

Everyone who saw the new color card of the Association at the Chicago Convention, is desirous of securing a number of copies for distribution among his salesmen.

By carrying the color card, the salesman will be spared the necessity of carrying a large number of swatches and the card will also enable him to meet the special color requirements that his customers may have.

The card itself has forty-seven colors. These colors have been carefully chosen as the representative staple colors of the Knitted OUTERwear Industry. The names and numbers of the colors used are those of the Standard Textile Color Card Association, and thus the manufacturer of Knitted OUTERwear will have no difficulty in matching colors in the accessories to his garments.

Certain other features of the color card are noteworthy. With the co-operation of the National Aniline & Chemical Co., the fastness of each color to washing, light, perspiration and rubbing has been ascertained, and this information is printed on the back of the color card. With the aid of this, the manufacturer will be helped in choosing the colors which are suitable for the garments that he manufactures. Thus, in choosing a bathing suit line, he will avoid those colors which are not fast to washing.

In addition to this, dyeing instructions and the dyeing formula for each color have been printed on the color card. Throuh the use of this information, the dyer or the manufacturer will be saved time and labor when making up his line.

This color card is being distributed by the National Knitted OUTERwear Association, and will be sent to anyone addressing his request to the offices of the Association, at 321 Broadway, New York City.

TARIFF

The labors of the Tariff Committee on this Association have not ceased with the passage of the Bill. While the protection accorded Knitted OUTERwear is as high and higher than any other article in the respective schedules in which it it comes, the Committee is keeping an eye on the imports of Knitted OUTERwear in this country.

If the rates specified in the Bill are insufficient to keep out the flood of foreign merchandise, advantage will be taken of the section of the Tariff Bill which admits of a plea for the increase of rates as a protection against dumping.

Only those who have been in immediate contact with the Tariff Committee, can appreciate the labors of the members of that Committee. For months previous to the passage of the Bill, almost weekly trips to Washington have been necessary in order to present the case of Knitted OUTERwear fairly to the law-makers.

The Industry at large will never know how the unselfish labors of the Committee saved it from almost certain ruin.

THE MISSION OF A NAME

Sooner or later you will be called on to find or create a name for commercial use. What will you choose? —That is a question asked by M. R. Rhodes in Printers' Ink.

When that time comes, he will find use for the perscription given by the author of "Deburau," play staged by David Belasco in New York last season.

Charles

"What name?"

Deburau

"There are lots to be found,
The chief thing about which to take care is
That it looks well in print.
It should also have an attractive sound.
And be easy to remember.t It should give one a hint
Of something familiar."

This prescription, so tersely stated by the elder Deburau, applies not merely to the selection of a name for an actor; it is quite as valuable as a guide in selecting a name for commercial use.

Consider it point by point. It is comparatively easy to meet the first qualification—a name that looks well in print. Yet often that most obvious quality is lacking. Frequently it is sacrificed completely—perhaps wisely, perhaps not—to meaning or descriptive alue, as in the case of Dubbelbilt, which is certainly hard for the eye to pick up and digest; or to company pride (or ingenuity), as in the case of some of the names coined from letters of company names.

It is more difficult to find a name that has an attractive sound. Yet that quality also is most important, for it makes people instinctively regard more favorably the thing for which the name stands.

Still more difficult, however, is the problem of finding or creating a name that is inherently easy to remember. Many names that we now know well and consider easy to remember are not, inherently. Our memories have been grooved to them by years and years of advertising.

But the last qualification in Deburau's prescription—that it shall "give a hint of something familiar"—is perhaps the most difficult of all to meet. And yet it is an exceedingly valuable name characteristic. The advantage is readily apparent: that "familiar" quality inspires confidence, connects the product with something one has known about, perhaps something one has liked, lived with, cherished, trusted.

The more one studies the names that men and women select for their products and their books and their businesses, their yachts and their young—and not forgetting the Pullman cars—the more convinced one becomes that they do not understand the true purpose of a name: **to serve as a handle** by which people can pick up the thing named, carry it around in their minds, and, when occasion requires, hand it to other minds. Let them but understand that purpose clearly and we shall have fewer names that are—as so many names are—either slippery, rough and jagged unbalanced, weak and stringy, clumsy, or absolutely ungraspable.

WANTED

One pocket knitting machine—any make—No. 514.

Foster Cone Winder with paraffin attachments—No. 512.

One Raschel Machine—18 inch gauge—preferably Bahfoos—No. 510.

8 Gauge—20 to 24 inch Grosser or Dubied Flat Machine—Hand or Power—No. 508.

Wildman Ribber Machine or a Scott & Williams or Stafford & Holt Machine—No. 504.

Eight gauge machine—either Grosser or Dubied—in rather a long length, double lock preferred—No. 501.

FOR SALE

One Payne Winder, 24 spindles with 150 cone—No. 511.

1 Jacquard Machine.
6 gauge 30 inch Grosser Hand Machine.
1 Payne Winder—16 Spindles —paraffin attachment with 100 bottle bobbins.
1 eight gauge 18 inch C. & F. Power Machine, semi-automatic with double lock—No. 509.

Six universal coning machines No. 50 and Sipp winding machines—No. 507.

A new cutting machine—Eastman—guaranteed—No. 505.

Silk Treating Plant—complete —No. 503.

Variety of Nuppen & Jacquard hand and power machines at very low figure—No. 502.

One steamer roll, 30 inch wide with all attachments—No. 513.

TO reach Buyers the Trade Journal offers the most effective medium.

The journal of your trade
is

Sweater News *and* Knitted Outerwear
321 BROADWAY, NEW YORK

338.405
NAT
RR
UNIVERSITY OF ILLINOIS LIBRARY
NOV 16 1922

National Knitted OUTERwear Association Bulletin

Knitted OUTERwear deserves the preference ©

Number 24 November 11, 1922

NATIONAL CONVENTION BOOK

There is in the printer's hands at present, a report of the National Convention held on October 5th, 6th and 7th, 1922.

The officers of the Association feel that the matters taken up at the Convention are so important, that it is advisable that every member secure a complete transcript of all that occured there. The book will soon be sent to every member and will contain every word that was uttered at the Convention. It will serve as a permanent monument to the efficient manner in which this last Convention was conducted.

COLOR CARD SUCCESS

The Standard Color Card which is published by this Association, and which contains the forty-seven standard shades of the Knitted OUTERwear Industry, is being avidly received by the trade.

Requests are coming in from all sources so fast that the Secretary's office has to devote a large part of its time in taking care of these demands.

The edition will soon be exhausted, and in order that members may not miss getting their copies, they are reminded that there is a special price for them of $2.50 per copy, payable in advance. Orders should be sent in immediately, in order that no member may be disappointed.

THE ART OF COMPETITION

The Knitted OUTERwear manufacturer can learn a good deal from the principles of a barber shop which has lifted itself from obscurity, and become one of the institutions of the country.

In an advertisement appearing in a New York newspaper, this barber has defined the real art of competition in such words that every Knitted OUTERwear manufacturer may profit therefrom:

"Anybody can offer the public something better for something more, but the real art of competition is to create new standards and quality, and still maintain the old levels of price. There is no 'touch' at the desk for those extra touches in the chair."

If our manufacturers would learn that the real essence of competition is not in "price-fighting" with the consequent sacrifice of quality, but the giving of additional quality for the same price, competition would be more healthy and less injurious.

WESTERN DISTRICT NOTES

The new President of the Western District, Mr. Eugene H. Mahler, Secretary of the Columbia Knitting & Mfg. Co., is well fitted for the office with which he has been honored. He has always been active in Association work, particularly the cost-work of the Western District, and is sure to make a success of his new position.

The following resolution was passed by the Western District, expressing their appreciation of the services of Mr. D. F. Shogren:—

"WHEREAS, Mr. D. F. Shogren, Secretary of the Imperial Knitting Co., Milwaukee, has served as President of the Knitted Outerwear Manufacturers Association, Western District, efficiently and faithfully for a period of three years, during which time his untiring efforts have contributed very largely toward the work of putting this Assocaition on a permanent and effective basis, now, therefore, BE IT RESOLVED, That the Board of Directors of the Knitted Outerwear Manufacturers Association, Western District, does hereby extend to Mr. Shogren a vote of thanks and appreciation for this very splendid and valuable work, and, further, that this Board expresses the hope and desire that this Association will continue to enjoy the benefit of his helpful co-operation.

A WORD TO THE WISE

Men's pure camel's hair house-robes, are advertised in the New York papers at from $33.00 to $49.00

It is quite possible to make house-robes and smoking jackets from knitted camel's hair as it is from woven material.

The man who will turn his attention to the manufacture of articles of this nature, will be getting out of the rut, and also will be doing his share in promoting the use of Knitted OUTERwear.

COLORS FOR WINTER

The vouge in colors is usually sensed by the millinary trade before any other industries, and therefore among those in touch with color demands, the colors selected by the Millinary Association are very closely watched.

In the Knitted OUTERwear Industry, the vouge for color in millinary is usually reflected by the demands for similar colors in the style articles of Knitted OUTERwear.

For the information of those who realize the importance of color, the following choice of colors for midwinter, will be of importance:

Strawberry, Fallow, Clover, Oakwood, Almond Green, Grass, Fireweed, Eldorado, Cleopatra, Mephisto, Crushed Berry and Fog.

These colors are taken from the Standard Textile Color Card of the Standard Textile Color Card Association of America.

In the collection, Strawberry and Crushed Berry shades are salient features with greens such as Almond Green and Grass running a close second. Oakwood, a novel brown and Fallow, a soft tan, and Fog a gray are the neutral shades. Clover is a light pinkish orchid, and Fireweed a deep purple. A light red is Mephisto and brilliant royal blue Cleopatra, while Eldorado is a rich golden orange.

WOOL FROM COTTON

It is well known that cotton is used to adulterate wool. Many a woolen garment contains appreciable amounts of cotton. The ordinary person is almost at a complete loss to tell whether a suit of clothes, a dress or a coat is made of pure wool or not, and it is only by examination under the microscope that the textile chemist can affirm conclusively the absence or presence of other fibers besides cotton in the garment. Now, there has appeared a patented process whereby cotton is made to assume the properties of wool, not only physically, that is in feel, appearance and caloric qualitities, but chemically as well in its affinity and absorbtion capacity toward coloring matters. Pretty soon the chemist himself will be unable to tell the two fibers apart.

These properties are bestowed on cotton when the products of a slow decomposition of protein substances caused by strong mineral acids are fixed on the fibre. The results may be obtained in various ways, either the cotton may first be impregnated with liquor of dissocition, the latter squeezed out and the mineral washed, or else the fabric may be dipped in the protein solutions, then treated with hydrolyzing liquid, squeezed out and washed. The exact order of the steps in the process does not effect the final results.

THE PRINCIPLES OF GOOD BUSINESS

One of the most prominent industrial agencies of the country has expressed the principles of good business in twelve axioms.

Mr. C. E. Knoepel, in a series of articles in "Administration," has printed the following axioms as constituting the principles upon which business success is founded. Our manufacturers will find much profit in giving these principles considerable thought, and any comments will be more than welcomed by the editor of the Bulletin:

1. Consideration of all factors in costing and pricing is the only protection against unintelligent competition.
2. The best insurance against loss in producing and marketing goods, is to work against pre-determined standards.
3. That concern is best protected against the uncertainties of commercial competition, which is most closely in touch with its own current facts and experiences.
4. No division of a business should be served at the expense or to the exclusion of other important divisions.
5. Averages should be used with caution, and with the fullest realization that some items are above and some below.
6. Production in the last analysis is the real gauge of economy in manufacture.
7. That concern which is best posted as to idleness, inefficiency, and rejections is in the best position to eliminate these industrial wastes.
8. Profit on goods should not be based on total costs, but only on labor and overhead costs.
9. The greatest volume of business goes to that firm whose prices reflect normal operating conditions.
10. Manufacturing economy not speculation, form the real basis for price and profit making.
11. What a product should cost in direct labor is the real direct cost, and not what the usual figuring says it cost, as any difference is waste, and waste should not be reflected as part of direct cost.
12. Profit accounting should be so classified as to reflect the results of the three major sections of a business (buying, making, and selling), that it may be known which contributes to the success or failure of an enterprise and to what extent.

Any manufacturer to whom these axioms appeal, and who wishes to be more fully informed as to the reasoning which produce them, can secure copy of these articles, by writing to the Secretary.

FAT MEN WEAR STRIPED TIES

"Striped ties for the corpulent individual," states Mr. Frank Alvah Parsons, head of the New York School of Fine and Applied Arts, "are the idea. Not that that would make his corpulence appear long and slim, but rather that the brilliance of the multicolored striped cravat would center attention a few kilometers higher up than usual, where a fat man is at least moderately slender.

"In other words, the vicinty of the collar presents a more artistic contour than the vicinity of the belt, and anything to center the observer's eye in the direction of the tie, will be most welcome to the individual who carries with him a great deal more of himself than is essential for the daily tasks of life."

FOR SALE

One Allen winder and two dozen bottle bobbins for same. Also a three needle rack attachment for flat power machine.—No. 531.

600 lbs. size 2—14, 7's grade worsted yarn in black, navy, brown, and dark oxford.—No. 529

Brand new Brinton Ribber, 16" with extra cylinder.—No. 526.

Quantities of imported alpaca yarn in sizes 2—18 suitable for men's mufflers and ladies' scarfs.—No. 524.

One Allen Bottle Winder, paraffin attachment — 12 spindles — brand new. 100 bottle bobbins to go with the machine.—No. 521.

80 lbs. 2—18 double bleached white yarn.—No. 520.

One Brushing Machine — Ainsley make.—No. 516.

Payne Bottle Bobbin Winder, 24 spindles, paraffin attachment. Foster Coner, 40 spindles, paraffin attachment, up-to-date.—No. 515.

WANTED

2—18 worsted yarn in dark oxford, brown heather, and green heather, in good quarter blood stock.—No. 530.

Brushing machine — any make —No. 528.

14 cut Leighton machines, adapted for silk knitting.—No. **527.**

Leighton machines — 9 or 10 gauge — and Dubied or Grosser 7 or 8 gauge machines — indifferent width.—No. 525.

Wildman or Scott & Williams machines, all sizes up to 16" dia. Brushing machine.—No. 523.

One small Foster cone with paraffin attachment.—No. 522.

Seven gauge Power Machine, full automatic, 34" to 36" wide.—No. 517.

One Pocket knitting machine—any make.—No. 514.

TO reach Buyers the Trade Journal offers the most effective medium.

The journal of your trade

is

Sweater News *and* Knitted Outerwear

321 BROADWAY, NEW YORK

338.405
NAT

Commerce R R

UNIVERSITY OF ILLINOIS LIBRARY
JAN 31 1923

National Knitted OUTERwear Association Bulletin

Knitted OUTERwear deserves the preference ©

Number 26 January 24, 1923

FASHION CONTROL

An organization meeting of the Fashion Committee will be held the first week in February, to take up the recommendation of the National Convention as to the control and issuance of authoritative fashions. Those in the Knitted OUTERwear Industry who are in closest touch with current tendencies, state that they feel the work of the Fashion Bureau most important of all National activities. They say that if this Committee can exercise a stabilizing influence upon fashion change, that the Industry will be freed from many of the bewildering revolutions that indiscriminate fashion display and origination now bring about.

CLEARING HOUSE CHANGES

An important change took place at the last meeting of the Clearing House in New York, which will have quite some effect on the operation of the Clearing House. David M. Titelman resigned as Sales Director of the Knitted OUTERwear Sales Corporation, and the active management of the establishment was placed for the time being in the hands of the Chairman of the Clearing House Committee, Mr. Milton Katzenberg, who will be aided by Mr. Harry Smolens, the former office manager of the Corporation.

Mr. Katzenberg has taken over the Clearing House with the understanding that he is to be accorded the full support and cooperation of the entire membership—every member of the Clearing House Committee pledging himself to work actively with his Local Secretary to secure the interest of all members in the purpose and aims of the Clearing House.

The Clearing House was authorized to handle yarns at a commission of 3½%—the commission on other knitted outerwear remaining at 7%.

BOSTON TRANSCRIPT ON KNITTED OUTERwear

The rapid increase in the Knitted OUTERwear Industry is summarized in a signed article by Rudolph H. Wyner, President of the New England District, in a recent issue of the Boston Evening Transcript.

The increase in the Industry, he states has been about 300% since 1917, and he predicts that retail sales of Knitted OUTERwear will reach $600,000,000. in 1923.

Outdoor life and the ascendency of sports has had a great deal to do with the spread of Knitted OUTERwear, he says. A new type of garment had to be originated which allowed free play of muscles and had the strength necessary for outdoor use,—and Knitted Outerwear filled the bill.

The development of style in Knitted OUTERwear in the last few years has been little short of miraculous. The control of both cloth and garment by the manufacturers and the speed with which styles could be brought out have brought Knitted OUTERwear to the attention of the greatest stylists and inspired them to new heights. In this way Knitted OUTERwear has acquired a significance entirely apart from sports—a significance which points out the future development of the industry.

DIRECTORY

Every member has now received a copy of the directory issued by the Association to all Knitted OUTERwear Buyers of the Country, and has had the opportunity to correct his listing. Any suggestions that can be offered are earnestly desired and will be closely regarded by the Committee having this undertaking in charge.

The response of buyers to the directory will be closely watched, and if results are as indicated, the issuance of the book will be made an annual affair.

EASTERN DISTRICT HIGH JINKS

All eyes are turned to the 31st of January in the Eastern District. On that day Milt Katzenberg will defend his title as the best entertainment manager in the country.

The occasion will be the fifth dinner and entertainment that he has had charge of—and experience counts. To make his affair last year, on which so much favorable comment was heard, look like the well-known thirty cents, Milt has been forsaking home, business and friends.

What with a perfectly arranged dinner; six boxing bouts; some Broadway vaudeville headliners; splendid souvenirs — he stands fair to exceed his promise.

What's it all about??? — The Fifth Annual Dinner and Entertainment of the Eastern District —held this year at the McAlpin Hotel on the 31st of January.

THE WASTE OF TOO MANY KINDS—ARE YOU GUILTY?

Business is an exchange of values. One of our foremost Industrial Executives says—"Any man selling to others in a position of trust.' It is his obligation to give full value. This is true of the man who sells his services, and of the man who sells the product of a highly complicated system of factories. **"Waste and extravagance are a breach of trust."**

It has been pointed out that a conservative estimate of our avoidable industrial waste is fully 25%. One quarter of the effort, time, and money expended in our factories utterly lost and from which nothing is realized! Admittedly many sources contribute to this 25% and no one element is responsible for all. Yet we are told that excess variety and lack of standardization is one of the most outstanding wastes chargeable to management. In numerous commodity lines varieties have been pyramiding to such an extent that the science of mass production, for which America is known the world over is being lost. There has been much catering to the whims and fancies of the customer, and persistent endeavor to satisfy the insatiable demand for something different.

A shoe to which is added a special tip, or a tool ordered with an odd finish becomes a new lot, and, thru its entire processing, demands constant attention with all the overhead incident thereto. A manufacturer of machinery recently visiting a hosiery factory saw a workman dyeing a pair of white stockings to match a dress sample sent in by some salesman. He noted particularly the increased effort and time necessitated and later remarked "I am not in the hosiery business but if that pair of stockings was sold for less than $15.00 the company was losing money." Then again the multiplicity of sizes of window sashes has caused one manufacturer to lament that—"we have a lot of large beautiful buildings at our plant, but no longer call ourselves manufacturers—we are merely an overgrown job-shop."

In production, small variety and large volume is the ideal. The possibilities are present to a varying extent in all industries. To realize this ideal, simplification and standardization is vitally necessary, in fact of first importance and consideration. Each line must pay its way and justify its continuation.

It must be observed that to simplify in no way implies reducing a product to a common pattern, nor does it tend to stifle individually or hamper advancement. On the contrary it has been conclusively demonstrated that development and progress is greatly facilitated because efforts can be concentrated on fewer items, among the chief functions of simplification are:

Elimination of waste.
Increase of productivity
Better service to the public

Regardless of their competitors, many concerns appreciating the economies of simplification have determined to supply what is necessary for the trade and to eliminate the excess. The result of such a policy has been very tersely stated by a manufacturing executive: "We have increased our productive effectiveness in direct ratio as we simplified our output."

One of our well known paper companies has reduced 377 kinds of paper to 56. Over two thousand varieties of hammers, axes, sledges and files have been eliminated from one manufacturer's line of tools.

Regardless of how fastidious, a man can surely find a satisfactory collar from a selection of 25 styles. At least that was the thought of one concern as they reduced their list of styles from 150 to 25.

STUDY OF COSTS

Whether study of the costs of an industry by the members of a trade association would be illegal, was a question put to Nelson B. Gaskill, the Chairman of the Federal Trade Commission by the Chamber of Commerce of the United States. It was felt that cost accounting was more than the mere recording of facts. The collective analytical study of the figures secured thru cost accounting furnish an invaluable aid towards efficiency. Comparision of results, analysis of results and their subsequent study and discussion lead to the improvement of methods and bring about efficiency.

Without committing himself officially, Mr. Nelson B. Gaskill stated: "I have previously expressed my firm belief that cost accounting is a legitimate trade association activity and subsequent consideration has merely strengthened this conviction. To prohibit collective study of costs for the purpose of their analysis, the detection of errors and the improvement of methods is to shackle educative progress.

However, trade associations must determine as accurately as they can, the legitimate field of proper endeavor and having so taken counsel, should, without hesitation, resting upon their legal advice and the clear consciousness of the propriety of their efforts, proceed without fear, willingly inviting the test of the courts' consideration of their conduct."

FOR SALE

Automatic girdle braider.—No. 557.

1 80 spindle Sipp winder with 1000 spools.
1 24 spindle Payne winder with spools.
1 18 spindle Allen winder.
1 Spinning machine with boiler.—No. 556.

Motors, Tables, Shaftings and Riggins, together with a lease for three years at a reasonable rent. No. 555

16 Tompkins Tables, 18 to 36 gauge. Payne winders, complete. No. 553.

7 gauge flat hand machine, 24" No. 552.

32 spindle Able bobbin winder, 16 spindles on each side, with about 159 bobbins. This winder is operatable, and in fair condition, one side having recently been out-fitted with new yarn reels.—No. 551.

2 single bed shakers, 64" 2½ gauge.
1 24" double bed jumbo machines.
1 spooling machine 30 spindles.
1 Payne winder.
1 Lindsys Hyde 24 spindle.
600 spindles.—No. 550.

1 Dubied 36"—8 gauge—full automatic.

WANTED

Jacquard Raschel Machine.—No. 554.

24" seven gauge Flat power or hand machines.—No. 547.

Several 7 or 8 gauge semi-automatic machines in any narrow width.—No. 544.

TO reach Buyers the Trade Journal offers the most effective medium.

The journal of ***your*** *trade*

is

Sweater News Knitted *and* Outerwear
321 BROADWAY, NEW YORK

338.405
NAT

Comm. R.R.

N 15

ational Knitted OUTERwear Association Bulletin

Knitted OUTERwear deserves the preference ©

Number 1 February 19, 1923

NATIONAL AFFAIRS

"Every National committeeman," says President Waitzfelder, "must be alive to the responsibilty of his position." None of the National Committees are of academic importance. Every one deals with a question alive with interest for the Knitted OUTER wear Industry.

"The committeeman, therefore, who has accepted the responsibility of his appointment, must be prepared to put into his committee work as much enthusiasm and attention as he puts into the conduct of his own business.

"From time to time every committeeman receives pages for the data book of his particular activity. It requires but a few minutes to study these sheets as they come in, and the time so spent is surely profitable to the individual, as well as to the Industry.

"In studying these sheets, the committeeman is urged to put his thoughts down in writing and to send them to the office of the secretary for communication to other men of the committee. It is only through the free exchange of suggestion and criticism that the committees can function and live.

"Furthermore," continues President Waitzfelder, "there has been a strong tendency on the part of some committeemen, to let the work of their committee slide until just before the National meeting. How many would conduct their own private affairs in such a manner, and if they did, what success would be theirs?"

FRENCH-CAPPER BILL

An element seems to be securing control of both National and State Legislatures, which seems to take delight in drawing up bills for the active impediment of legitimate industry.

With seemingly no regard at all to the consequences of their acts, these bills deal with such hampering control and supervision of industry, that soon the business of industry will be drawing up of reports rather than the conduct of its own particular affairs.

The French-Capper Bill, now being forced through Congress—by certain interests who wish to use the effects of this bill for their own private good, is an example of such legislation.

Violating every canon of good legislation, this bill, which is almost impossible of enforcement, will yet disrupt the entire textile industry dealing in wool and worsted.

The various scientific authorities who have been approached, declare that an analysis of fabrics for percentage of shoddy, is well nigh impossible. This fact alone will place the honest and fair-minded manufacturer at the mercy of the unscrupulous one.

Manufacturers of Knitted OUTERwear and suppliers to the industry, who have not as yet urged their Senator to work against this bill, ought lose no time to get in touch with him.

COMPLAINT SERVICE

How many accounts have you on your books which should have been closed out long ago, or some adjustment made?

The National Association conducts a complaint service to take care of such accounts for you. Whenever a dispute arises over abuses such as return of goods or unjust cancellations, the National Association can take the matter well in hand, and persuade the offender to reconsider his action.

There are certain of our members who consistently make use of this service, and have found it to result to their financial advantage time and time again.

There are others, however, who have never as yet made use of this service, and who are unaware of the speed with which complaints are adjusted.

It takes but a simple letter to the Association, outlining your complaint, to set the machinery in action.

Why not make use of this service now?

WHAT DO YOU KNOW ABOUT COLORS?

The Association has a few more copies of the Standard Color Card, recently issued, on hand. These copies are being reserved for those members of the Association who wish to order duplicate copies, or who have had no chance to order as yet.

The cost to members is $2.50; to non-members $4.00 per copy.

These cards contain the forty seven staple shades of the Knitted OUTERwear Industry, chosen by a Committee of the National Association.

You can secure the same shade of yarn from different jobbers or from different dyers, by specifying the standard shades of the color card, and thus avoid a great deal of trouble and annoyance.

Send your order in quickly if you desire a card.

WHAT'S WRONG WITH THE GARMENT INDUSTRY

Knitted OUTERwear manufacturers will be interested in the following extract of an article by William R. Basset, appearing in a recent issue of Women's Wear:

If garment making could be spread over the entire year, most of the real troubles of the worker—and therefore of the manufacturer, would be eliminated. Chronic labor troubles seldom exist in the year-round business. Think it over—garment making; coal mining and work on the big farms of the West.

The fundamental cause of the seasonal production in the garment business is, of course, style. But in my opinion, while it is the germ of trouble, undue importance has been given to it. In fact, the manufacturers, instead of trying to minimize its importance, have encouraged and fostered it until a lonely microbe has developed into a pestilence.

I would not attempt to suggest a way by which women's craving for new styles can be eliminated. I don't want to see the girls in uniform. But I do feel that I can offer some suggestions by which the peaks can be lowered and the excess of the peaks shoved over into the valleys of idleness.

The basis for this change lies in the attractiveness of low prices. I believe firmly that when a customer is shown that a slight change in his buying habits will save him considerable money, he will not hesitate to change. The buying habits of whole nations have been changed many times in the last few years.

When a manufacturer must go along for weeks with an empty shop, and then work for two weeks at several times his proper activity, there is no chance for economy. Peak production is expensive and so is an idle plant.

This extra expense must be passed on to the consumer, which means that the consumer can buy just so much less.

I firmly believe that the great majority of consumers are attracted by low prices far more than most manufacturers realize. Any retailer knows that a low price will move Palm Beach Suits when summer is over, and that a sale of winter clothes at winter's end will clean out his stocks. Now, I don't say that low prices will do away with all seasonal buying—no one wants that to happen. But I do say that there are many garments which the manufacturer can make at off seasons which can be moved all along the line if prices are low enough. And anyway to get low prices is to keep the plant busy a large part of the year.

The question is, where to start the process of lowering costs. The vicious circle can be cut into at any place to give a starting point. But personally I believe the best place is to start with a wage incentive or at least a standard of production. I am satisfied that the labor cost per garment can be cut tremendously. At a guess—which, however, is based on pretty good knowledge—I should say that that labor cost could be cut to at most a third of what it now is, without reducing the weekly wage and without driving the worker to an undue exertion.

If such a saving—to say nothing of the saving of the cost of idle plants—were passed on to the consumer, on the understanding that it could continue only if year-round production were achieved, there would spring up an enormous buying power that is now non-existent. There are millions—75,000,000, easily—of people in our country who are buying less than a third of the garments they would like to own. Most of these people don't care a hang about when they buy. Their only care is what they can afford.

INCOME TAX RULING

The time fixed by the revenue law for filing income tax returns for the preceding year is March 15. Under authority of Section 227 of the Revenue Act, however, the Commissioner of Internal Revenue has granted a general extension of time to domestic corporations up to and including June 15, 1923, for completing returns of income for the calendar year 1922, the fiscal year ended January 31, 1923, and the fiscal ending February 28, 1923, conditional upon the filing of tentative returns with the proper collector of internal revenue by March 15, April 15 and May 15, 1923, respectively, accompanied by at least one-fourth of the estimated amount of tax due, together with a statement setting forth the reason why the return can not be completed within the prescribed time, and a formal request for the extension. Tentative returns submitted in accordance with the foregoing should be on Form 1120 on which should be written plainly across the fact "Tentative Return." Only the name and address of the taxpayer and the estimated amount, if any, of the tax due need be stated. Any deficiency in the first installment as determined upon submission of the final return will bear interest at the rate of 6 per cent a year from March 15, April 15, or May 15, 1923, respectively.

WOOL STOCK REPORT

Stocks of wool in and afloat to the United States on December 31, 1922, including tops and noils, amounted to 515,543,585 pounds, grease equivalent, according to the quarterly Joint Wool Stock Report just released by the Bureau of the Census, United States Department of Commerce, and the Bureau of Agricultural Economics, United States Department of Agriculture.

The total amount of wool reported for December is less than that reported for September by 9,630,033 pounds, grease equivalent; the marked decrease of 17,923,523 pounds in dealers stocks being partially offset by an increase of 8,293,490 pounds in the holdings of manufacturers. Total reported stocks of domestic raw wool in dealers hands were 48,634,367 pounds less than in September; manufacturers 2,638,194 pounds less, while an increase of 16,253,159 pounds is shown by dealers and 5;177,149 pounds is shown by manufacturers in stocks of foreign raw wool. Little change is noted in figures for tops although reported holdings of noils are greater by 5,203,282 pounds. The figures by grades show decreases to have occurred mainly in fine, ½ blood and carpet wools.

The stocks by condition consisted of 328,136,771 pounds of grease wool, 42,745, 813 pounds of scoured wool, 19,930,298 pounds of pulled wool, 23,869,007 pounds of tops and 13,801,722 pounds of noils.

Dealers held 167,900,495 pounds and manufacturers 222,912,387 pounds of raw wool. The figures indicating dealers, holdings represent wool in their possession in the form of stocks owned by them or lots held by them awaiting delivery instructions, and wool owned by them which is in warehouses. Stocks of wool held by wool pools and wool growers selling organizations are included in dealers' figures.

Of the total amount of raw wool reported, 67.6 per cent was foreign and 32.4 per cent was domestic.

Of the raw wool reported 21.6 was fine; 8.9 per cent, ½ blood; 16.0 per cent, ⅜ blood; 22.8 per cent, ¼ blood; 6.1 per cent, low; 24.6 per cent, carpet. These percentages are based on the total amount of classified wool reported, the item "grade not stated," consisting of 16,404,757 pounds, constitutes either wool in original bags, or ungraded or mixed wool upon which the concern reporting could not accurately specify grade.

The distribution by sections of stocks held by manufacturers was as follows: New England 120,773,633 pounds, Middle Atlantic, 104,434,531 pounds, Pacific Coast 2,563,905 pounds; all others, 22,995,648 pounds.

The holdings of dealers according to markets were as follows: Boston, 117,552,127 pounds; Philadelphia, 23,203,634 pounds; New York, 12,847,539 pounds; Chicago 9,345,949 pounds; St. Louis, 4,023,128 pounds; San Francisco, 1,679,519 pounds; Portland, Oregon, 543,236 pounds, other cities, 8,520,762 pounds.

BETTER BRANDING AND LABELING

The work that this Association has carried on against misbranding and fraudulent competition is acknowledged in an article published in the Commerce reports of the U. S. Dept. of Commerce.

This article, which is written by Lincoln Cromwell, relates the important service rendered by associations in bringing to the attention of the Federal Trade Commission, cases of fraudulent competition and acknowledges the important aid offered in drawing up complaints.

MAIL CO-OPERATION

What can be done to develop business thru proper use of the mail is illustrated in the rapid rise of the dress firm of Levy-Shulman & Co. This concern has no traveling salesmen and depends entirely upon the retailers who come to New York City, and those who maintain resident buyers there. The members of the firm, however are well acquainted with the men who control the buying and manage to secure a good share of business.

Still, this firm is not satisfied to sell a live retailer twice a year. If he has no resident buyer, the only method of approach left to the firm—it has no traveling salesmen—is to obtain orders by mail.

In a period of about a month, this firm did a mail business of about $38,953.25. This business was secured on "open orders" thru the mail, with an expenditure of $1,440.92 for eight pieces of literature. The actual benefit to the concern for this expenditure is considerably greater than the amount taken in, as there is no doubt that the letters and circulars bring buyers into the show room.

Dresses are sold thru mail on so-called "open orders"—that is, retailers have the privilege of returning those they do not find suitable, provided they ship back on the same day the goods are received. The returns for this concern seem rather low for this system—3 to 9%.

Here is an interesting example which may offer a suggestion to other manufacturers. Levy-Shulman are showing what can be accomplished by the printed word in a highly competitive field.

A NEW KNIT FABRIC

A knit fabric of novel construction, designed by a Brooklyn, N. Y., mill man, is made of two separate yarns, one of them lying straight in the cloth without being looped on itself, the other being looped to form a knit fabric. These two yarns are transposed at intervals, the one that formed the loops being laid straight in the cloth, and the other which had been straight being looped into a knit fabric.

This construction has special advantages since the unlooped portion is interlocked between the loops of the other yarn in a maximum number of positions. It has been found necessary to pass the unlooped yarn behind alternate wales in order to insure locking in the remaining wales. Thus, if the unlooped yarn in every wale were knit between the loops of the other yarn, the unlooped yarn would be substantially straight between its knitted portions and, as a consequence, no interlocking would result, since the interlocking depends upon the zigzag path given the unlooped yarn. It has, therefore, been found impracticable to carry the unlooped yarn between the loops of the other yarn in every waste. In other words, it is very essential that the interlocking be done in every other wale. On the other hand, if an attempt is made to interlock the unlooped yarn every fourth or every fifth wale, for example, passing the looped yarn behind the remaining wales, objectionable floats are formed. Even where the unlooped yarn is interlocked every fourth wale, the unlooped yarn being carried back of only two successive wales, the part carried back hangs away from the fabric far more than would be expected from the appearance of a fabric wherein the yarn is carried back of only one wale at a time as shown in the drawings. The dangling yarn is, of course, highly objectionable since it is likely to be broken by being caught or snagged. Since dangling portions are formed by carrying the unlooped yarn behind even only two wales at a time and since these dangling portions are entirely absent when the unlooped yarn is carried behind only one wale at a time, it is essential that the unlooped yarn be interlocked in alternate wales.

FOR SALE

5 gg. Irmscher & Witte flat hand machine.
1 16 inch Stafford & Hold 2½ cut Shaker machine.
1 16 needle Stafford & Holt tubular border machine.
2 section Seyfert & Donner power machines, 5 gg. with extra 7 gg. plates, each section 19 inches wide.
4 section Seyfert & Donner power machines, 8 gg. each section 18 inches wide.
5 gg. Grosser flat hand machine. No. 565.
Size 8/1 —200 lbs. Black cotton yarn.
Size 5/1—150 lbs. Light Oxford cotton cones.
Size 2/20—250 lbs. Black Merino 100 lbs. Dark Oxford.
Size 3/15—7s grade worsted 500 lbs.—Navy, Seal and Dark Oxford at $1.55.
Size 2/30—7s grade worsted—100 lbs. Maroon and Navy at $1.65
Size 2/18—6s grade worsted 500 lbs.—Green and Brown Heather at $1.55.
Size 2/15—5s grade worsted. 200 lbs. Light colors at 95c. per lb.—No. 564.

Brand new 16 inch Brinton Ribber with extra cylinder—No. 563.

2 Links and Links power knitting machine, 44 inch, 6 gauge, German Grosser ½ automatic.

Six 5 gauge flat power knitting machines, from 18 inch to 22 inch, 3 needle rack short chain, Houk make.

1 Supreme Brushing Machine, 36 inch.

32 inch Jacquard double mechanic 7 gauge.—No. 560.

3 Power machines—links and links—Grosser ¾ automatic, 6 gauge, 44 inch.

2 hand machines—L. & L. 44 inch, 6 gauge.

1 hand flat Jacquard machine, 7 gauge, 34 inch, double mechanic brand new.—No. 558.

Automatic girdle braider.—No. 557.

1—80 spindle Sipp winder with 1000 spools.

1—24 spindle Payne Winder with spools.

1—18 spindle Allen winder.

1—Spinning machine with boiler.—No. 556.

All equipment in plant, except machinery. This includes Motors, Tables, Shaftings and Rigging, together with a lease for three years at a reasonable rent.—No. 555.

WANTED

18 gg. needle mold for Foerster Raschel machine, also Raschel machine.—No. 566.

Several seven cut lamb mitten machines with eight inch needle beds that need only be worked by hand.—No. 562.

2/40 in full automatic gauge 4 yarn carrier, outside of Mishkin make.—No. 559.

USE THE

SYMBOL-SLOGAN

OF YOUR INDUSTRY

Knitted
OUTERwear
deserves
the preference
©

IN YOUR ADVERTISING

AND

ON YOUR STATIONERY

TO reach Buyers the Trade Journal offers the most effective medium.

The journal of ***your*** *trade*
is

Sweater News
and
Knitted Outerwear
321 BROADWAY
NEW YORK

338.405
NAT

Comm R.R.

National Knitted OUTERwear deserves the preference Association

Bulletin

Number 2 March 13, 1923

UNIVERSITY OF ILLINOIS LIBRARY
MAR 29 1923

EASTERN LABOR CONDITION

THE Eastern District is satisfactorily coping with a labor disturbance incited by outsiders. A so-called "Knit Goods Workers Union," led by men who have never had any connection with the Knitted OUTERwear industry, has come out with certain demands. These demands are more than met by the conditions already existing in this Industry, and the real basis of the disturbance is the desire of certain labor agitators to unionize the Industry, and to secure union recognition by all the mills of the Eastern District, thus giving the agitators a rich field for exploitation.

At the end of the first week of the disturbance, the efforts of these union leaders have been uniformly unsuccessful. The members of the Association are being kept in close touch with all the developments in the agitation, and are not being misled by the exaggerated statements and claims of the union men.

A great factor in reducing the extent of the labor disturbers is the satisfaction of employees with present conditions. Closed ballots in various shops show that a union is not wanted, and that the employees have no desire to aid walking delegates and union leaders in living on the fat of the land.

The position of the union is so weak, that they have attempted a strategem, usually used only at the end of a long struggle; that is, inducing a prominent public official to intercede in their behalf.

Since the policy of the Eastern District is absolutely against union recognition, and since this policy does not permit of any transactions with a union, the request of the public official for mediation could not be met.

* * *

Technical Committee

The Chairman of the Technical Committee, Mr. A. W. Johnson of the Bradley Knitting Company, has seized the opportunity that his committee affords of imparting information of every kind and nature to the members of this Association, and in it he is enlisting the co-operation of all associate members.

At present the Secretaries under his direction, are classifying the services and products given or manufactured by all suppliers to the Knitted OUTERwear Industry.

As soon as this information is collected, Mr. Johnson will have at his command, the greatest body of experts in the problems of the Knitted OUTERwear Industry.

The Chairman is anxious to secure any suggestions from members as to the scope of the work to be undertaken by this Committee, and solicits the co-operation of any individual in the Industry.

Important Work by Mr. R. H. Wyner

One of the most important tasks in the estimation of President A. S. Waitzfelder, confronting the Knitted OUTERwear Industry, is that of an authoritative establishment of standard sizes.

In selecting the members of this Committee, the President was very anxious to secure men who would attack the task with the proper appreciation of its importance, and with a thorough realization of the difficulties confronting them.

Those who are watching the work of this Committee, feel that the President chose very wisely, and that in its Chairman, Mr. R. H. Wyner, the Industry has the man best suited for this task.

A thorough survey of the sizes used by the Industry show that most of them have been founded on guesswork, with no basis whatsoever for the various dimensions used. The Committee, therefore along with getting the sizes used by the manufacturers throughout the country, is in close touch with the various health agencies and insurance companies, in order to secure the actual body dimensions of infants, children, men and women of various ages and sizes.

The outcome of this task is awaited with interest by the entire Industry.

* * *

New England District Activity

Activity in the New England District has been given new life, through the appointment of Mr. Neil J. Cody, as Secretary. This energetic gentleman, has immediately put this District on a businesslike footing.

A credit exchange system has been inaugurated which is simplicity itself and which is securing good results for the members of the New England District. A simple collection service has also been started which is being made use of by all the members of that District.

Mr. Cody issues a weekly bulletin, in which he gives a record of prices being obtained for the raw products of this Industry, and in which he also offers opportunities to secure special bargains.

The New England District is to be congratulated on the character and ability of its new Secretary, and the National Association feels confident that the New England District will be one to point to with pride.

* * *

Knitted OUTERwear Market

The past two weeks has shown an increase in prices on all Knitted OUTERwear, by firms selling to the retail trade, from 5 to 10%, for both immediate and advanced delivery. Some large firms have gone even beyond this increase, and although the buyers' orders are not large, the number of refill orders indicate some confidence in the possible demand during the coming season.

* * *

Co-Operative Buying in the Western District

Experiments in the direction of co-operative buying have been authorized by the Western District, and its office is studying the entire question of this phase of co-operation.

A meeting of the Committee having that matter in charge, will take place very shortly, and the eyes of all the other Districts will be turned to watch the outcome of its plans.

Mr. Armin Rosenberg of the Reliable Knitting Works, the Chairman of that Committee, has always been deeply interested in co-operative buying, and feels that great economies can be effected through the pooling of purchases, with particular reference to that of supplies.

Reprinted from Sweater News & Knitted Outerwear

Settling
the
Color Question!

STANDARD
COLOR CARD
OF THE
KNITTED OUTERWEAR INDUSTRY
THIRD EDITION
Knitted OUTERwear
PUBLISHED BY THE
TIONAL KNITTED OUTERWEAR
ASSOCIATION
WITH THE CO-OPERATION OF THE
NATIONAL ANILINE & CHEMICAL
COMPANY, INC.

This card will help you get the same colors from different sources.

It will cut down the number of your samples.

It will help you get trimmings to match.

It will help you select your color line.

No more swatches needed.

Price $4.00
Discount for Quantity. Special discount for members of the National Knitted OUTERwear Association

This card contains the forty-seven staple shades of colors of the knitted OUTERwear industry. Each color is called by the name and number recommended by the Standard Textile Color Card Association.

The card shows the resistance of every color to Light, Washing, Perspiration and Rubbing.

Dyeing formulae and instructions are also given.

Write for Your Copies to the

NATIONAL KNITTED OUTERWEAR ASSOCIATION

321 BROADWAY NEW YORK CITY

The standardization of boxes, cartons, paper and other supplies, will have an important bearing upon the success of this co-operative buying scheme, and the assistance of the National Standardization Committee should be sought by the Committee on Co-operative Purchasing.

* * *

BUSINESS CONDITIONS IN THE UNITED STATES

Further increase in the volume of production in basic industries to a level higher than in 1919 or 1923, a continued advance in the prices of many basic commodities, additional borrowing from banks for commercial purposes, and somewhat higher money rates are the principal recent developments in the business situation.

Production

Production in basic industries, as measured by the Federal Reserve Board's index, was 6 per cent higher in January than in December, and reached a volume exceeded only once in the past, in May 1917.

Industrial employment continued to increase during January, and shortages of both skilled and unskilled labor were reported by textile mills, steel mills, and anthracite coal mines.

Trade

An active distribution of goods for this season of the year is indicated by reports to the Reserve Banks, both of wholesale and retail dealers for the month of January. Sales of department stores in over 100 cities were 12 per cent larger than in January 1922. Inventories for January show that there has been no large increase in stocks of goods held by department stores and the rate of turnover continues rapid. In wholesale lines there were particularly large sales during January of dry goods, drugs, hardware and farm implements.

Bank Credit

The larger volume of commercial borrowing at member banks in recent weeks has been contrary to the usual trend of the season. Commercial loans of reporting member banks on February 14 were $243,000,000, or 3 per cent; larger than at the end of December, and 7 per cent above the level at the end of July, when the general demand for credit first showed an upward turn.

* * *

Western District Bulletin

The excellent typography and choice of material in the Western District Bulletin, issued as a printed bulletin for the first time, has to be seen to be appreciated.

Secretary Ashworth has produced a splendid example of bulletin printing, and started something which will increase the interest in the news of his district.

* * *

Spring Cleaning

We are all familiar with the annual Spring cleaning that every household receives. The house-wife turns her home up side down, and drags from out-of-the-way corners every imaginable object. Furniture and household goods of every description are thus disclosed and these are either salvaged or sold to the junk man.

Why not adapt the idea of Spring cleaning to your plant?—What about those machines that you have shoved into an out-of-the-way corner? Why not salvage them or sell them?—What about the odd lots of yarn which you have left over? Why not do something with them?

The Exchange Service of the National Association was created to aid you in situations like the above.

Make a long list of everything you have for sale or want to buy, and the National Bulletin will put you in touch with the man you want.

* * *

Writing to the Point

Some of the expressions used in business correspondence are ridiculous when analyzed. The following specimen of the difference between ordinary conversation and business correspondence, will bring out the laughable uselessness of some of the phrases used in every day correspondence.

Conversation:

"Going to the game today? Got tickets?"

"No."

"Jones going?"

"No."

Translated Into Correspondence:

"I was pleased to learn in conversation with you yesterday, that you are contemplating attending the ball game this P. M. Beg to inquire whether you have purchased tickets for same."

"Your favor of the 8th to hand, and contents noted. Beg to advise that I have not as yet obtained tickets but hope to secure same immediately. Thanking you for the friendly interest manifested in your inquiry, I beg to remain."

"I beg to inquire whether Jones of Jones, Larkin & Company, will accompany you."

"Replying to your favor of the 8th, will say that Jones of Jones, Larkin & Company is otherwise engaged. Trusting that this answers your inquiry satisfactorily, and thanking you for past courtesies, I beg to remain."

* * *

Australia, a New Market

Australia, approximately the same size as the United States, with, however, one-twentieth as many people, offers a wonderful market for the United States.

Last year Australia was the best customer for the United States for motor cars, one of the largest purchasers of American petroleum products, and a heavy buyer of miscellaneous products.

The population of Australia is very similar in character to that of the United States, and its demands and tastes are the same. Manufacturers selling Australia will find that their merchandise does not have to be adapted to the market, and if properly cultivated, Australia offers an opportunity to kill the seasonal depressions through its opposition of seasons; in other words, when we have winter here, Australia has summer, and vice-versa.

Manufacturers who desire to get any more information on Australia and its possibilities, will be able to secure it by writing to the Superintendent of Documents, Government Printing Office, Washington, D. C. enclosing 75 cents for a copy of Special Agents Series No. 216, "Australia, a Commercial and Industrial Handbook."

* * *

What Your Cost System Will Do For You

No one asks you today if you have an automobile, but the query is what kind have you and how it is behaving—so with cost systems.

A car that doesn't operate right costs a lot in repairs—a cost system that fails to show what it should, consumes profits.

Does your system do all these things:—

1. Give you up to date costs, not merely history?
2. Aid in stabilizing your wages and piece-work rates?

3. Point out defects in your routing system?
4. Help you maintain a perpetual inventory?
5. Increase your production?
6. Measure your overhead?
7. Detect new overhead expense?
8. Point out leaks in expense?
9. Encourage your employees?
10. Promote intelligent competition?
11. Point to non-profit paying lines?
12. Permit you to bid safely?

* * *

WOOL CONSUMPTION REPORT

The following information with regard to the consumption of wool, by manufacturers in the United States, has been issued by the Department of Commerce:—

Total Consumption of Wool

The total quantity of wool entering into manufacture during the month of January, 1923, as reported, was 54,956,160 pounds, as compared with 50,754,888 pounds in December, 1922, and 45,711,000 pounds in January 1922. The consumption shown for January, 1923, included 45,032,279 pounds of wool reported as in the grease, 7,626,347 pounds of scoured wool. Reduced to a grease equivalent these quantities would amount to 63,348,352 pounds. The grease equivalent for December, 1922, was 58,366,980 pounds, and for January of last year 52,280,000 pounds.

The monthly consumption of wool in grease equivalent for concerns reporting for January, 1922 was 52,280,000 pounds; February, 53,774,000 pounds; March, 60,368,000 pounds, April, 42,574,000 pounds; May, 52,533,080 pounds; June, 52,620,985 pounds; July, 46,902,071 pounds; August, 57,339,994 pounds; September, 54,770,612 pounds; October, 59,281,774 pounds; November, 63,313,170 pounds; and for December, 58,366,980 pounds.

Domestic and Foreign Wool

Of the total quantity of wool used by manufacturers during the month of January, 1923, 24,217,445 pounds, or 44.1 per cent, was domestic wool, and 30,738,715 pounds, or 55.9 per cent was foreign wool. The carpet wool was all of foreign origin while 57.3 per cent of the fine wool was produced in this country, 69.8 per cent of the ½ blood, 62.4 per cent of the ⅜ blood, 53.2 per cent of the ¼ blood; and 33.3 per cent of the low grade.

Geographic Distribution of Consumption

Of the total consumption of wool in January, 1923 (amounting to 54,956,160 pounds) 25,321, 528 pounds, or 46.1 per cent, were reported from the New England States; 42.3 per cent from the Middle Atlantic States; 0.9 per cent from the Pacific Coast states and 10.7 per cent from other sections of the country.

* * *

Protecting Yourself Through Insurance

A loss very often overlooked, in connection with fire, is emphasized in a recent bulletin of the Chamber of Commerce of the United States.

Fire, says this bulletin, in disabling the power equipment of a manufacturing establishment, may tie up the whole plant. Then again, a lot of material to be used in the process of manufacture may be totally burned, and a shut-down thereby result.

Perhaps the property destroyed may be worth only a small amount, but the interruption to production caused by the fire, results in a much larger loss.

Fire insurance, as ordinarily written, provides indemnity for the property lost. It does not, however, cover the more serious loss, since it expressly provides "there shall be no compensation for loss resulting from interuption of business or manufacture."

To protect against the loss resulting from interruption, a type of insurance called "use and occupancy", or as it is sometimes called "business interruption insurance," has been devised. This type of insurance covers the loss from inactivity during the period necessary to resume operation. Under such insurance in the event of fire, indemnity will be paid until the plant is restored or until the face value of the policy is exhausted.

* * *

Truth in Fabric Bill

Among the important bills which failed of consideration by the 67th Congress, which adjourned on March 4th, 1923, was the so-called "Capper Truth-In-Fabric Bill," and the Misbranding Bill."

All efforts to get consideration for the Capper Bill in the Senate during the last week failed, because of a threat of a filibuster against it. The misbranding bill was not pushed, because it was held in readiness by opponents of the Capper bill, to be urged as a substitute for the Capper bill in the event that was called up. Farm bloc members expect to renew the fight for truth-in-fabric legislation in the next Congress.

The opposition to compulsory branding of woolen fabrics, is becoming stronger and stronger among the producers and distributors of woolen clothes and garments, as the true meaning of the bill is being brought home to the manufacturers and dealers.

The practical effect of the enactment of this bill, would be most burdensome.

Legislature Affecting Trade Associations

A bill has been presented in the New York State Senate providing that every existing membership association having a membership of 20 or more persons, file with the Secretary of State, within 10 days after the adoption thereof, a sworn copy of its constitution, by-laws, rules, regulations and oath of membership, with a roster of its membership and a list of its officers for the current year; also file, within 10 days after adoption, a copy of every resolution, or the minutes of any action, providing for concerted action by members to promote or defeat legislation, or to promote or defeat any candidate for public office.

* * *

Budgetary Control

The recent action of both House of Congress, says "Administration," in exceeding the budget estimates in order to swell the so-called "pork barrel" items is a violation of fundamental business principles. In households, in business enterprise, or in administration of state and national affairs, the interests of economy as well as justice, make it necessary to plan in advance how income shall be expended.

This elementary consideration means a due appropriation of resources so that each necessary outlay is cared for, and that no special interest receives more than its share.

If no budget is prepared, the result is a confusion of conflicting interests. Some requirements are neglected; others receive more than they should. Those most pressing, most vociferous, or of most interest to those controlling the expenditures, receive undue consideration at the expense of others of greater importance.

FOR SALE

1 Claes & Flantje 7 cut, 39 inch, half long carriage, half automatic, Robaczynski's cylinder attachment.

1 Grosser 7 cut, 18 cut, full automatic, Robaczynski's cylinder attachment. **No. 567.**

5 gg. Irmscher & Witte flat hand machine.

One 16″ Stafford & Holt 2½ cut Shakker machine.

One 16″ needle Stafford & Holt tubular border machine.

2 section Seyfert & Donner power machines, 5 gg. with extra 7 gg. plates, each section 19″ wide.

4 section Seyfert & Donner power machines, 8 gg. each section 18″ wide, 5 gg. Grosser flat hand machine.—**No. 565.**

Size 8/1 —200 lbs.—Black cotton yarn.

Size 5/1 —150 lbs.—Light Oxford cotton cones.

Size 2/20—250 lbs.—Black Merino—100 lbs. Dark Oxford.

Size 3/15—7s grade worsted—500 lbs.—Navy, Seal and Dark Oxford at $1.55.

Size 2/30—7s grade worsted—100 lbs. Maroon and Navy at $1.65.

Size 2/18—6s grade worsted—500 lbs.—Green and Brown Heather at $1.55.

Size 2/15—5s grade worsted—200 lbs. light colors at 95c. per lb.—**No. 564.**

Brand new 16″ Brinton Ribber with extra cylinder.—**No. 563.**

2 Links and Links power knitting machines, 44″, 6 guage, German Grosser ½ automatic.

Six 5 gauge flat power knitting machines, from 18″ to 22″, 3 needle rack, short chain. Houk make.

One Supreme Brushing Machine, 36″.—**No. 561.**

32″ Jacquard double mechanic 7 gauge.—**No. 560.**

3 Power machines—links and links, Grosser ¾ automatic, 6 gauge, 44″.

2 hand machines—L & L, 44″, 6 gauge.

1 hand flat aJcquard machine—7 gauge, 34″ double mechanic brand new—**No. 558.**

WANTED

Two 5 gauge Leighton Machines 9¾″ and 10½″ diameter.—**No. 568.**

18 gg. needle mold for Foerster Raschel Machine, also Raschel machine. —**No. 566.**

Several seven cut lamb mitten machines with eight inch needle beds that need only be worked by hand.—**No. 562.**

2/40″ full automatic 7 gauge 4 yarn carrier, outside of Mishkin make.—**No. 559.**

TO reach Buyers the Trade Journal offers the most effective medium.

The journal of **your** *trade*
is

Sweater News
and
Knitted Outerwear
321 BROADWAY
NEW YORK

338.405
NAT

~~Comm.~~ R. R.

National Knitted OUTERwear deserves the preference Association Bulletin

UNIVERSITY OF ILLINOIS LIBRARY
APR 18 1923

Number 3 April 13, 1923

National Directors Coming to New York

CORRECT sizing of Knitted OUTERwear is but one of the subjects to be taken up at the National Directors' meeting to be held in New York City on Thursday and Friday, April 26th and 27th, 1923.

"The opportunity offered now," says President Waitzfelder, "to the Directors of the National Knitted OUTERwear Association to work for the benefit of the Industry, is unsurpassed. Our entire membership is anxiously awaiting the issuance of a Code of Ethics, to make plain and clear the retailer of Knitted OUTERwear. Such a code will be a working guide in business dealings, and will do away with much of the misunderstanding now existing thru the vagueness of what constitutes right and wrong.

"To pass to another important accomplishment, much has been done by Mr. A. W. Johnson, to get his Technical Committee working in such fashion that it will be able to aid the entire Industry with such advice as it may need. This Committee will have the opportunity to report at the coming meeting, and that alone is worth the time of the visiting Directors.

"These are but few of the matters to be reported on, and members who may be in New York on the dates of the meeting, are urged to attend and give their counsel."

What Colors are Women to Wear This Fall?

The colors to be worn this Fall have already been decided on by Mrs. M. H. Rorke of the Textile Color Card Association, and this Association with her aid is to issue an authoritative Fall color card containing the colors most suitable for the Knitted OUTERwear Industry.

A meeting of our Color Card Committee, with Mrs. Rorke, has been planned, and at that time the most suitable colors will be picked and a color card immediately issued.

The importance of color in the Knitted OUTERwear Industry is now too well known to need any explanation. Manufacturers and jobbers alike find that color is one of their greatest sales appeals, and that in garments of exactly the same style, the one possessing the proper color combination sells far beyond the other.

* * *

Oiling the Machinery

Oiling the machinery is the proper heading for the work that Mr. A. W. Johnson, of the Bradley Knitting Company is doing in connection with his Technical Committee.

A meeting is to be held very shortly in New York, at which Mr. Johnson will have the opportunity of organizing his Committee into one smooth-running whole. Each committeeman will be entrusted with that department of technical knowledge with which he is most familiar. Mr.

Johnson has also expressed his desire for the active co-operation of all members with the work of his Committee, and he is anxious to secure the advice of any member acquainted with technical work.

New Methods

In spite of the amazing success of this Industry, the technical inefficiency of the past will now have to give way, in the light of the keener competition to come, to an accurate knowledge of the possibilities of all the factors entering into the manufacturer of Knitted OUTERwear. Only manufacturers who keep abreast of all the important developments in the Industry, and who work out accurately what their present equipment can do, are those who will survive.

There is, at present, no place where a manufacturer can get authoritative information, and President Waitzfelder has keenly interested himself in securing the proper personnel for the Committee.

* * *

Good Will in Business

Good will is a plant of slower growth than hatred, suspicion, distrust or prejudice. It is less prolific, says "Commerce Reports," than any of these, nor can it flourish where they abound, but it bears better fruit.

Americans have never fully exerted themselves to do the many graceful things that are prized so highly by other people, particularly our neighbors to the south—the many courtesies not directly connected with the solicitation of business.

Among the acts that create a very pleasant impression, one may mention the custom of sending New Year's cards to customers; the writing of an occasional letter without reference to business—the small courtesies which cost so little and yet mean so much.

The question may be asked: "What has this to do with business?" The answer is "Inherently nothing"—and that is the secret of the whole matter. The value of these acts is that they promote good will. Their effect upon the recipient is heightened because they are not a calculated scheme to obtain an order, to derive profit, to be turned into dollars and cents.

It is a natural instinct for a buyer to do business with people he likes, and it is just as natural to resent insincere friendliness from a person who offers something for sale.

In sowing seeds of good will, it is therefore necessary to eliminate all the factors which may endanger the result.

* * **

Collapse of Eastern District Labor Disturbance

The labor disturbance of the past few weeks, in the Eastern District, has now been entirely eliminated.

The failure of the so-called knit goods union to organize the closed shop, is a vindication of the policy of fair treatment followed by the manufacturers of the Eastern District. At all times the men most instrumental in shaping the policy of the Eastern District towards labor, have urged and set the example in giving fair treatment to their employees.

Starr on Conditions

Mr. Daniel Starr, the Chairman in charge of labor work, has said time and time again: "Treat your employees fairly and you will have no trouble. If your men have proper working conditions, a fair number of hours, and adequate wages, there is no necessity for a union. It is only when Industry begins to exploit its employees, that labor trouble arises, and the workmen become organized. Prevention is worth many times the cure and if the Industry proceeds with this thought of fair treatment in mind the efforts of any outsiders to thrust a parasitical organization upon the employees will always fail."

The truth of Mr. Starr's statement has been proved by the collapse of the labor disturbance in the Eastern District. From the start of the disturbance it was evident that the workmen were not in sympathy with the efforts of outsiders to organize the Industry. This feeling grew steadily and those who were at first misled by the agitators, soon saw the truth and went back to work.

The strong co-operation and support displayed by the employees of the Knitted OUTERwear Industry, is to be strongly commended. Realizing that the disturbance was not of their making, they aided the manufacturer in every way, and thus worked for the collapse of the so-called "strike."

* * *

New York on Knitted OUTERwear

The Secretary steps from his new office into the heart of the retail district of New York. A walk from 34th Street to 42nd Street, indicates that every retail store handling Knitted OUTERwear, is actively pushing its sale.

B. Altman & Company, has Knitted OUTERwear displayed prominently in every window on the Fifth Avenue side, and the same is true to some extent, of every retail establishment on the Avenue.

This display of Knitted OUTERwear will surely have an effect upon all visiting retailers and buyers, and the Industry can hopefully look forward to a greater season than it has ever enjoyed before.

* * *

Working With Retailers

A sales-stimulating idea of the Knitted OUTERwear Bureau, is now being explained to the retailers. Cash prizes are to be offered to retailers for the best window displays, in a contest which is now on untli June 30th, 1923.

For the best windows, as judged by a committee yet to be named, the Bureau will make awards. There will be five separate classifications for entries as follows:—

Department Stores, Garment and Specialty Shops, Haberdashers and Clothiers, Sporting Goods Stores and Dry Goods Stores.

There will be two cash awards for each class. The first will be $150.00 and the other $50.00.

Object of Competition

In commenting upon their aim in this contest, the Bureau estimates that over $600,000,000 worth of Knitted OUTERwear will be sold over the retail counters, in 1923, and that it is the purpose of this Window Display Contest to demonstrate to the retailer in a practical way, the opportunities which Knitted OUTERwear presents for attention-compelling business-creating trims.

The displays, states the Bureau, will be judged by means of photographs submitted by the contestants. From these pictures, judges will make awards in each class on the basis of artsitic arrangement, attention value and business-creating possibilities. Entries in this contest are to be received at the office...... of the Knitted OUTERwear Bureau, Inc., in Baltimore, Md., before noon of June 30th.

One of the features of this contest is that the contestants are not restricted to any particular brand of Knitted OUTERwear, but may use any merchandise of their own stock as long as it comes under the Bureau's definition of Knitted OUTERwear. Standard cards, printed in colors, bearing the symbol, "Knitted OUTERwear Deserves the Preference" will be furnished by the Bureau.

FOR SALE

½ Spindle Winder—including 1 horse Power Motor 50 bobbins.—**No. 575.**

⅛ Spindle Allen Winder.—**No. 574.**

Two hundred pounds each of 2/26 wool, 7 stock on cones, brown, black, navy and white.—**No. 573.**

10 Brinton Necktie Machines.
10 Brinton Cloth Machines, 16″ 24 and 42 gauge cylinder.
1 Brinton 16″ Ribber with extra cylinder.
1—15″ Wildman Ribber.
1—11″ Nye & Threadick.
2 Stafford I Holt Girdle Machines.
2 Sipp Winding Machines.—**No. 572.**

4 Dubied Full Automatic Double Lock 5 gauge 40″.
1 Dubied Full Automatic Double Lock 5 gauge 50″.
2 Lamb Border Machines.
1 Grosser Half Automatic Double Lock 5 gauge 24″.
1 Grosser Half Automatic Double Lock 7 gauge 22″.
1 Grosser Half Automatic Double Lock 7 gauge 22″ pocket.
2 Grosser Hand Knitting 5 gauge 24″.
3 Grosser Half Automatic Double Lock for trimmings, collars, etc.—electric attachment.
1 Ainslie Brushing Machine.
1 Foster Coner 30 ends.
1 Bank Winder.
1 Metropolitan Border Machine.
1 Union Special cutting.
1 Union Special non cutting.
1 Cover machine double needle.
4 Merrow machines.
1 Singer sewing.
1 Tacking machine.
1 Button machine.
1 Reece Button Hole Machine, motor, beting, shafting, etc.
1 Grosser Hand knitting 7 gauge 24″.—**No. 569.**

1 Claes and Flantje 7 cut, 30 inch, half long carriage, half automatic, Robajinsky's cylinder attachment.
1 Grosser 7-cut, 18 cut, full automatic, Robajinsky's cylinder attachment—**No. 567.**

WANTED

36″ Wool Brushing Machine in good running condition.—**No. 576.**

One reporting time clock.—**No. 571.**

A used coning machine of any kind that is in workable condition and has approximately only six spindles—**No. 570.**

Two 5 gauge Leighton Machine 9¾″ a.....nd 10½″ diameter.—**No. 568.**

18 gg. neede mold for Foerster Raschel machine, also Raschel machine. **No. 566.**

Hoffman Press with all equipment—**No. 577.**

TO reach Buyers the Trade Journal offers the most effective medium.

*The journal of **your** trade is*

Sweater News *and* Knitted Outerwear
321 BROADWAY, NEW YORK

338.405
NAT

Commerce RR

National Knitted OUTERwear Association Bulletin

UNIVERSITY OF ILLINOIS

Number 4 May 2, 1923

Results of National Directors' Meeting

Many matters of vital importance to the Knitted OUTERwear Industry were taken up by the Board of Directors at their semi-annual meeting, held at the Hotel McAlpin, New York City, on April 26th and 27th, 1923, the results of which will surely react to the betterment of this Industry, which, as stated by one of the Directors, will be more than a $500,000,000 business before the end of 1923.

Perhaps the matter of most far-reaching importance taken up and approved by the Board, was the adoption of a Code of Ethics—a most important factor, taking into consideration the tremendous growth of this Industry in the last few years. To have standards of conduct, approved by the best minds of the Industry, is the first important step towards putting this Industry on a basis similar to that of other large national industries of the United States.

The Code of Ethics, as adopted, was in the main part drawn up by Mr. Eugene H. Mahler, President of the Western District, and Mr. H. L. Ashworth, Secretary of that District. Mr. Boochever, Chairman of the Committee on Ethics, was also responsible for a part of its text, as finally adopted.

The preamble of the Code reads in part as follows:

"It has been said that a code of

(*Continued on Page* 25)

Does Cuba Appeal to You As a Market?

According to the latest Commerce Reports, there has been a real revival of busniess activities in Cuba, as witnessed by increased clearings through the Havana Clearing House.

In 1921 imports of knit goods into Cuba amounted to $3,196,224 out of total imports of $42,674,032. The Commerce Reports states that the market for men's neckties is especially strong now, popular prices ranging from $1.75 to $2.50.

The United States holds a leading position in this field, although an appreciable amount has recently been imported from Italy. In many cases the larger retail stores buy direct from United States manufacturers. (A list of importers of ties in Havana may be obtained from the Textile Division of the Bureau of Foreign and Domestic Commerce, at Washington by referring to file No. 7820).

* * *

Shall We Make Him An Honorary Member?

Although up to April 15th Mr. Weather Man had looked as being very badly disposed towards the Knitted OUTERwear Trade, he certainly seems to have changed his attitude since then—and with the fine weather of the last ten days, there has been an unusual rush to the retail stores for sweaters, hosiery and knitwear of all kinds.

Education in Buying

We quote below from an article printed in the Textile World, re the relations of the buyer and seller in the Knit Goods Industry:

Associations in the textile industry, by and large, have done much to increase the pleasantness and efficiency of relations between buyer and seller. Concerted effort of representatives of organizations in both branches has been instrumental in eliminating many of the abuses and uncommercial practices which have obtained in the past. In spite of all these advances, however, there are certain conditions which can be materially improved and which still act as handicaps to successful operations in the merchandising of textile products.

The knitting industry has been somewhat backward in any endeavor to improve buyer and seller relations and to elevate the tone of the trade in respect to contracts. The necessity for some concrete plan of procedure, having in mind the advancement of the ethics of this branch of the industry, has become so apparent that it was not surprising a movement was set on foot at the convention of the National Association of Hosiery and Underwear Manufacturers in Philadelphia this week, which, while ambitious in its proposed scope, yet contains possibilities of accomplishment which should inspire its proponents to push it with all possible dispatch.

The plan as proposed is for a campaign of education designed to convince the buyer that his present method of operations is wasteful and uneconomic in many instances and that he will benefit by the proper anticipation of his requirements instead of pursuing the casual, hand-to-mouth methods which are so generally in vogue. It is appreciated that education as to the sanctity of a contract is desirable in this connection but it is admitted this feature of the situation is incidental and will remedy itself if proper economic methods are adopted. It is pointed out by knitters interested in the development of the educational propaganda proposed that the form of casual buying practiced by so many distributors of knitted products not only works a hardship upon all concerned, but leads to speculation and loss which could easily be avoided. This is particularly true of yarn purchases which have to be made with little knowledge as to whether the yarn bought will be needed or whether sufficient has been contracted for to take care of customers' requirements. It is pointed out that yarn contracts with the spinner are ironclad and cannot be broken, while in many cases the validity of contracts with the knit goods buyer is frequently a matter of uncertainty. This, it is urged, is unfair to the manufacturer and increases unduly the risk of doing business.

On the other hand the advantage to the buyer in placing advance contracts consists in the assurance that he will get the merchandise he orders and without exasperating delays and consequent loss of business. The buyer apparently often forgets that merchandise cannot be turned out over night, and that his requirements can be much more satisfactorily met if a reasonable period is allowed the manufacturer to complete orders in hand.

This idealistic plan, while receiving the approval of authorities in the industry, is objected to by certain individuals as impossible of accomplishment. These objectors contend the proposed procedure is visionary and that while the horse may be led to water he cannot be forced to drink. It is more or less generally admitted that these contentions are true at the present time and under existing conditions. The advocates of remedial measures do not contend that present evils can be cured in a day, by the passing of high sounding resolutions or by the appointment of committees, however competent and well-informed they may be. They do urge, however, that with an intelligent and well-directed campaign of education the mind of the buyer may be so changed toward the question of his contracts that he will voluntarily adopt methods which he will recognize are to his benefit. It is to be hoped then that this campaign may be started and that it will receive the hearty support of the various organizations in the textile industry. There is no telling where such an effort, embryonic and visionary as it may seem today may lead, but certainly all such movements are essentially for the benefit of the industry at large and should be encouraged.

* * *

Help Along the Cause

We are starting a new membership drive, and we want every member of the Association to get hold of at least one non-member, and urge him to join.

You who are in the Association know how you have been benefited by joining it. The Secretary can only see a limited number of prospects, while if each present member would co-operate with him in the work of obtaining new members, we feel sure that the many people who want to join the Association, but who have never been really urged or approached, would be glad to become active members.

Will YOU lend a hand in the work?

* * *

Truth In Advertising

Our Western District colleagues have a very interesting article in their Bulletin on not promising too much in advertising, written by one of their advertising members. He says: "The writer has noted with considerable interest and continuous concern the trend of advertisements in trade publications by some of our competitors. Let me say at the outset that it seems to me that five or ten years ago it was a generally recognized principle that the liberal policy of business was the one to make for success. For example, manufacturers who had no hesitation in replacing merchandise that did not give thorough satisfaction—retailers who were quick to make good on any article that a purchaser complained of —jobbers who allowed their accounts to run along indefinitely without becoming insistent for payments, etc.

"I recall the years when numerous hosiery manufacturers offered a six months guarantee with their hosiery. This idea was a big success for a time; however, the idea has long since been eliminated for the reason, I am told, that the system became too expensive. Whereas returns at first were very slight, the public in due course took advantage of the manufacturers.

"Today I notice the tendency among many retailers to encourage the Cash and Carry plan. The economies effected by a little less liberal policy—by somewhat less service—seem to meet with success. You cannot get away from the fact that, other things equal (and they are pretty generally so) extra service—extra liberality—"extras" of any kind must enter into the cost of doing business and must be paid for ultimately by the consumer.

"Now, to get down to my original point, I note with regret some of our competitors in their advertisements are tending toward an exceedingly liberal policy—a tendency that, I believe, should not be encouraged and one that will certainly not educate the dealers in the right direction. About a year ago I noticed for the first time a knit goods manufacturer offering a very broad guarantee and also offering to mend any of his sweaters free of charge at any time whatsoever.

"In a recent publication, I see the ad of another knit goods manufacturer (a full page ad)—the entire page devoted principally to one thought. This tells the retailer that he will never have any difficulty in the matter of returning merchandise; that the manufacturer is of such a liberal character that he will at all times make good on any returned merchandise without any controversy. Now, to me, this seems not only poor policy, but certainly will not educate the retailer along the line that should be encouraged by our organization.

"On the other hand, when there is a little break in the market or a dull season, what will happen? Many dealers will view their stocks with regret and concern. They will in due course take notice of their sweaters and Knitted OUTERwear, usually the product of different manufacturers. Whose goods is the unscrupulous dealer going to return? He will naturally be quick to return goods where he has no occasion to anticipate any trouble or argument. He will be correspondingly slow to return merchandise to such houses as have in the past insisted that none of their goods be returned without proper warrant."

* * *

A Challenge to the Trade

The Technical Bureau—the solver of all technical difficulties in the knitting mill—is vested in a committee of five knitters who have had years of experience in their particular line of manufacturing. This Committee has at its command a host of associate members who are experts in knitting mill equipment and material. It also has at its call every member of this Knitted OUTERwear Association—in other words, all the men who have developed this industry.

With this introduction, we challenge you to stick us. If its an emergency—we'll handle it with DISPATCH. If it is general information in which time is not the limiting factor — THOROUGHNESS of investigation will be our guide. In all things, ACCURACY will predominate, and every inquiry will be handled..........we have no pigeon holes in the Technical Bureau.

Present the problem in hand to the National Secretary—He has the push-button that will start the machinery in motion. The dispatch with which it is handled must necessarily depend on mail service. You will get our thought on your problem and the results of our investigation direct, and later the query and the solution will be published in the National Bulletin.

What's your particular difficulty? Does it have to do with mill construction, power, lighting or humidification? Do you want some technical information on worsted, wool, cotton or silk yarn? Are you having trouble with your flat, circle, jacquard, silk or raschel knitting. Is there a problem in cutting, sewing machines or hand work that's puzzling you? Is your fulling, drying or wet finishing coming through wrong? Can we help solve your problems in winding, brushing, tucking or mill routing.

Be explicit — state your problems clearly and in detail. We may not know the answer to your problems but we know some one who does. You wanted a Technical Bureau.—Here it is!—Use it.

Results of National Directors' Meeting

(*Continued from Page* 21)

ethics is adhered to by the ethical man, implying that certain types of business men will not adhere to fair play, no matter what standard of ethics are established. It would be rather a dreary world if we could not start on the premises that most men are fundamentally honest.

"Ethical business practice must have as its foundation a knowledge of facts. A business man's intentions may be thoroughly ethical, but, through ignorance, his conduct may become thoroughly unethical. The foundation upon which a code of ethics should be constructed is emphasis upon a thorough knowledge of business principles in general, and of your specific industry in particular.

"Nothing is more injurious to an **industry** than ignorant competition. It is, therefore, the first duty of every manufacturer to study the technique of his industry; to know his business thoroughly and not superficially, because only through knowledge of facts can a business man operate without injury to himself and to his trade.

"Believing that the best interests of the industry require the highest standards of conduct on the part of those engaged in the industry, and feeling that the majority of men believe in honest dealing and fair play, and that a declaration of principles, even though in general terms and with many omissions, will tend to support and strengthen worthy aspirations, clarify doubtful situations and discourage wrong practices, and, especially will help to create a spirit of good will and ethical dealing in the industry, we hereby offer the following as a code of ethics for the Knitted OUTERwear Industry:

The code itself is divided into three sections, as follows:

Relation Between Manufacturer and Manufacturer

1.—The manufacturer of Knitted OUTERwear should practice honesty in every transaction. His spoken word must be as binding and dependable as his written word.

2.—The free interchange of helpful information of constructive ideas, of means and methods of improving the Industry as a whole, especially with the younger members of, and the beginners in the industry, should be practiced.

3.—The manufacturer should scrupulously avoid price cutting without regard to costs or to the lowering of profits in the industry to dangerous levels.

4.—Legitimate competition is the life of the industry, but unscrupulous competition is injurious to yourself, to your competitor and to your industry.

5.—The practice of help stealing, whether it be mill workers, salesmen or executives, is unfair and injurious.

6.—To preserve the high character of the industry, only quality merchandise should be made and distributed.

7.—Maligning the character or the product of your competitor; instituting reprisals because of a real or imaginary grievance instead of seeking friendly adjustment through the association, is injurious and costly.

8.—Association with your fellow manufacturers to create good fellowship, friendliness and mutual confidence, is essential to the progress of the industry.

9.—Financial and moral support of your association is not only your duty as a member of the industry, but is also good business judgment.

10.—Service to your association should be considered not only a duty but an honor.

Relation Between Manufacturer and Distributor

1.—The distributor is your final sales department; he is your point of contact with your ultimate customer. Therefore, he should be accorded the same consideration as you give your sales department.

2.—Misrepresentation or misbranding of goods or materials is distinctly dishonest.

3.—Goods leaving the factory damaged, or giving unsatisfactory wear, because of faulty construction, or material should be exchanged willingly.

4.—Unjust returns of merchandise; unfair requests for exchanges; deduction of excessive discounts; deduction of discounts after due date, and cancellations, should be vigorously contested.

5.—Price discrimination between customers, except the practice of fixed discounts for large quantities, is unfair.

6.—The manufacturer should admit error promptly, adjust mistakes cheerfully, and should always give the customer the benefit of the doubt.

7.—Truth in advertising is of utmost importance.

Relation Between Manufacturer and Employees

1.—Use the Golden Rule in all transactions with your employees.

2.—By every fair means keep efficient workers in the Knitted OUTERwear industry.

3.—It is your duty in good times and bad to train aprentices to supply the demand for trained workers.

4.—Wage scales should be established on a basis which should be the maximum of what you can pay to meet competition. The wage should be sufficient, not only for a living wage, but also sufficient to provide a surplus for recreation, spiritual and mental improvement, and for emergencies.

5.—Provide working conditions and surroundings conducive to the health and happiness of your employes.

6.—It is your duty to try to comprehend the viewpoints and the problems of your employes and to teach them the economic principles upon which we base our decisions and our actions.

7.—It is our duty to arrange our working schedules in such a manner as to keep employes steadily employed, and to avoid overtime operations as much as possible.

8.—Labor saving and safety devices are essential for the health of employes and for the good of the industry.

"The spirit underlying all dealings between the various factors in the industry should be one of courtesy, co-operation and consideration. Disputes which may arise shall be dealt with in a conciliatory and broad-minded way, and shall be disposed of whenever possible, by arbitration. Not only shall legal obligations be adhered to but moral considerations shall be respected and observed in the relationships between employer and employe, manufacturer, distributor and retailer, and service to the community shall be the basis of the efforts of all parties engaged in the industry."

Other Activities

In regard to Trade Abuses, especially as concerns unjust cancellations it was the opinion of the meeting that members have not been availing themselves of the Association's aid in fighting this evil. It is felt that it is the duty of members to bring any matter of this kind to the attention of the Association.

As regards Color Standardization, it was decided to recommend to all members that they join the Textile Color Card Association of New York —which Association issues an advance Color Card to its members, giving them the authentic seasonal colors. At the same time it has been decided to issue a supplemental Fall Color Card, so as to acquaint our members with the ten or twelve leading colors which will be in vogue for Fall wear. Attention was especially called to the usefulness to our manufacturers of following the colors used by the millinery and shoe trade, which are contained on the cards issued by he Textile Color Card Association. This association has agreed to furnish our members who join their Association, with confidential lists of the colors adopted by the millinery and shoe trade.

The Statistical Committee reported that it has arranged to send out a questionnaire to the various members so as to get reliable information on raw material on hand, finished goods on hand, general credit conditions in the country as a whole, machinery on hand, and other statistical data which could be published in the National Bulletin. It is felt that general information such as this will be of great use to our members in determining the general trend of the market.

The Committee on Co-operation with Spinners announced that the National Association of Wool and Worsted Spinners have approved the Knitted OUTERwear Association's suggestion that procedure be mutually adopted for the arbitration of disputes affecting yarns only. Details of this remain to be approved.

The Local Association Committee reported that our membership has grown from two-hundred and twenty-six in March, 1922 to three-hundred and ninety-five. Efforts are also being made through the Western Association to organize a local association on the Pacific Coast, and the Eastern District Association is working along the same lines in trying to bring the mills of Mohawk Valley into the fold.

Another important outcome of this meeting was the adoption of the plan (formulated by Mr. E. H. Mahler of the Western District, as head of the Cost Accounting Committee), to adopt a national system of cost education. Mr. Mahler stated that the need for this is very evident, especially among the smaller manufacturers, who often do business on a losing basis because they do not know how to correctly analyze costs. It was also recommended by the Cost Committee, and approved by the directors that a summary of the cost work accomplished by the Western association be adopted as the basis of the National program—but that local committees should be appointed to cooperate with the National Committee in perfecting the Cost system, so that a report may be issued which will present a complete uniform Cost system for the entire industry.

Publicity Work

Much praise is due the Publicity Bureau, and especially Mr. N. Wildman, for its good work in wiping out the deficit of June, 1921, amounting to $28,179, (not including contingent liabilities of $40,000.) The present financial report shows a surplus of $28,179. There was emphasized at this meeting the need of inducing more members of the association to subscribe to the Publicity work, as it is felt that it is of vital need to get more subscribers, in order to enable the Publicity Bureau to keep up its present work.

The Technical Committee reported the formation of 4 sub-committees, each headed by an expert in one of these four fields: machinery, materials, mill-processes, miscellaneous technical matters. These men will have under their supervision the answering of technical trade questions.

Much good work has been set on

foot by this meeting, the result of which will be far-reaching, both as regards the present interests of members, and the future welfare of the industry. It is to be hoped that all members of the Association will be ready and eager to lend a helping hand in bringing about the many improvements suggested.

Among those attending the two days' meetings at the Hotel McAlpin and the Beefsteak Dinner at the Castle Cave were the following:—

* * *

Directors and Others Present at Semi-Annual Meeting of Directors of National Knitted OUTERwear Association, April 26th and 27th, 1923.

L. D. Marsh—Yale Ktg. Co.
Malden, Mass.
G. D. Buxton—Novelty Ktg. Co.
Woonsocket, R. I.
B. E. Green—Revere Ktg. Mills
Malden, Mass.
S. Worms—Franklin Ktg. Mills
New York City
N. Trabulsi—N. P. & J. Trabulsi
New York City
M. S. Ely—Thermo Mills
New York City
J. Sichel—Grushlaw & Sichel
Philadelphia, Pa.
L. Lohmeyer—Thurman Mfg. Co.
Philadelphia, Pa.
D. Rheinauer—New York Ktg. Mills
New York City
O. W. Fishel—Standard Ktg. Co.
Cleveland, O.
F. Goulder—Federal Ktg. Mills
Cleveland, O.
C. Hayes—Federal Ktg. Mills
Cleveland, O.
F. Keller—Keller Ktg. Mills
Cleveland, O.
A. Farber—Friedman-Blau-Farber Co.
Cleveland, O.
Sol Reinthal—Bamberger-ReinthalCo.
D. Starr—Starr Ktg. Mills
Brooklyn, N. Y.
H. H. Cohen—Sec'y. Knitted OUTERwear Mfr.s Ass'n., Penn. District.
E. L. Shippee—Kenosha Ktg. Co.
Kenosha, Wis.
J. J. Farrelly—Shaker Ktg. Co.
Milwaukee, Wis.
L. J. Pinkerton—Jersild Ktg. Co.
Neenah, Wis.
E. H. Mahler—Columbia Ktg. Co.
Milwaukee, Wis.
H. L. Ashworth—Sec'y. Knitted OUTERwear Mfrs. Ass'n., Western District.
Philip Frankel—Sec'y Knitted OUTERwear Mfrs. Ass'n. Cleveland District.
M. Katzenberg—D. Nusbaum & Co.
Union Course, L. I.
John F. Stern, Publisher Sweater News, New York City
A. S. Waitzfelder—Waitzfelder Braid Co., Brooklyn, N. Y.
Harold R. Lhowe—Exec. Sec'y.—National Knitted OUTERwear Ass'n., New York City.
Joel Taub—Rottenberg Sons Co.
New York City
J. M. Kahn—Jos. M. Kahn Co.
New York City
J. Rubin—United Ktg. Co.
Philadelphia, Pa.
D. J. Rosenheim—Allandale Ktg. Co.
New York City
S. Rottenberg—Rottenberg Sons Co.
New York City
A. Titelman—Are Tee Ktg. Mills
Philadelphia, Pa.
M. Rottenberg—Ess Arr Ktg. Mills
Brooklyn, N. Y.
N. Wildman—Director, Knitted OUTERwear Bureau, Baltimore
I. Bergman—Bergman Ktg. Mills
Philadelphia, Pa.
M. B. Shaftel—M. B. Shaftel, Inc.
Brooklyn, N. Y.
Geo. Boochever,—Manhattan Ktg. Mills, New York City
L. Rosen—Paramount Ktg. Mills
Philadelphia, Pa.
Godfrey Lebhar—Editor, Sweater News—New York City

Wm. Portner—Franklin Sw. Mills Philadelphia, Pa.
S. C. Mendelson—Marinette Ktg. Mills—Chicago, Ill.
I. Saltzman—Premier Ktg. Mills Brooklyn, N. Y.
E. Zvirin—Sec'y National Knitted OUTERwear Ass'n. N. Y. C.

* * *

Rooting for OUTERwear

We have before us a circular issued on April 1st, 1923, by the Knitted OUTERwear Bureau, who handle the national advertising for the Association, in which they call attention to the following activities:

1. There has been opened a National Window Display Contest, in which $1000 has been offered in prizes for the best Knitted OUTERwear displays.
2. Advertisements are appearing in many of the leading papers of the nation, such as: Daily News Record, Dry Goods Economist, National Retail Clothier, Sporting Goods Journal and Sweater News and Knitted OUTERwear.
3. New window display cards are ready for the subscribers to the Publicity Campaign.

* * *

Do You Need a Salesman?

A manufacturers' agent advises us that he is open for a line of sport dresses and coats. We are told that he is a splendid salesman and should you know of any manufacturer who desires representation on the Pacific Coast, please advise us.

* * *

Are You An Exporter?

Commerce Report in the last few weeks has published the following, re opportunities in the foreign field.

* * *

AUSTRIAN MARKET FOR SWEATERS

Austrian sweaters of wool and silk are exported in considerable quantities to the United States, although those of American make are cheaper and better, and could readily be sold in the Vienna market. The reason for the importation of Austrian goods into America seems to be that the styles differ from American. (Trade Commissioner Wm. Ford Upson, Vienna, January 18.)

* * *

CUBAN IMPORTS OF TEXTILES

Imports of textiles into Cuba during 1921 amounted to $42,674,342, of which the principal items are: Cotton manufactures—plain fabrics, 13,286,095 pounds, $15,175,400; twilled fabrics, 3,086,425 pounds, $4,176,889; knit goods, 1,379,271 pounds, $3,196,224; ready-made clothing, 1,578,789 pounds $3,235,237; other cotton manufactures, $4,352,098; bags for sugar, 56,208,668 pounds, $5,919,727; other manufactures of vegetable fibers, $2,648,804; wool manufactures, $2,433, 029; silk and manufactures of $4,100,798. (Acting Commercial Attache Paul L. Edwards Habana, January 25.)

* * *

DECREASE IN ITALIAN EXPORTS OF RAW SILK TO AMERICA

The most striking change in Italian exports to the United States during the first half of 1922, detailed statistics of which have just been published, appears in shipments of raw silk and silk waste, which fell from a total of 1,261 metric tons in January-June, 1921, to only 324 metric tons the corresponding months of 1922. While raw silk is normally the most important item among Italy's exports to the United States, sales depend to a very large extent upon the condition of the oriental market. (Commercial Attache H. C. MacLean, Rome, January 9.)

WHAT DO YOU THINK OF INFLATION,

The National Retail Clothier Has the Following to Say About the Present Credit Situation:

THE upward trend of industrial activity has continued during the past months, reports the National City Bank in its survey of general business conditions in which it analyzes the credit and cost situation and goes into the question "Is Inflation in Sight?" Nearly all the important lines, says the statement, are reported close to capacity or restricted only by the labor supply. The present output of construction materials, transportation equipment and manufactured goods generally has never been surpassed. Moreover, it is worthy of note that the activity of 1917, the year with the greatest production record, was largely expended upon war equipment and supplies. The output of iron and steel was then going largely into guns and shells while now it is going into building material, railroad equipment, automobiles and machinery.

The output of the textile industries was going largely at that time to clothe the armies, while now it is going to supply the general trade demands. The use to which things are put has a bearing in the long run upon the level of prices. The present level is chiefly due to the fact that for several years our industries were busy upon production that added nothing to the necessary equipment of the country. We were not building dwelling houses or railroad equipment to meet the growing needs of the country, and now we are trying to catch up. One of the reasons why farm products are not on as high a level as other things is that the demand for farm products is not cumulative. The fact that consumption is stinted in one year does not make a larger demand in the next year; people do their eating for each year in that year.

We have constantly emphasized the equilibrium in industry as the fundamental condition of prosperity. It is rarely maintained in full degree for very long; we are usually either rising to it or falling away from it. This is because the industrial organization is a voluntary one, in which everybody is free to make his own policies, and the business community is prone to go one way or the other with a rush. The movement of prices is largely a matter of psychology; if the idea gets abroad that prices will rise, buying sets in on a scale that may carry them beyond all reason, and on the other hand if the idea spreads that a decline has set in, the market may be over-weighted on the selling side, to such an extent as will carry them far too low. These swings of sentiment and of prices affect production, employment and consumption.

During the war we had the great swing of prices upward, under such pressure for man-power that nearly all products and services rose rather closely together; and so long as the equilibrium was fairly well maintained, we had the appearance of prosperity, although in fact it was a false appearance, because so much of the industrial effort was being wasted. That waste was bound to make itself felt eventually. It could not be always covered up by the advancing wages and prices. The situation was steadily getting out of balance, and eventually collapsed.

If everything had come down together, so that the equilibrium would have been maintained on a lower level a quick recovery would have been made, because there would have been buying power in the markets equal to full production. Some of the industries, however, successfully resisted deflation and found themselves up in the air for a year or more, with only a limited demand for their products or services. Moreover, on the falling market buying was arbitrarily curtailed and industries were halted in lines where a shortage actually existed, as in construction work of various kinds. House-building should have been going on at top speed ever since the war, the steel industry should have been operating to capacity, instead of falling in 1921 to 53 percent of the output of 1920. When, however, the opinion spread that prices were as low as they were likely to go, at least for the time being, the pressure for needed construction and replenishing supplies in many lines forced a resumption of buying, and the revival began. As prices began to rise, confidence gained and expenditures increased, until the country has reached the full swing of expanding activity and rising prices. It is working now not only to supply present needs, but to make up the deficit inherited from the war and the idleness of 1921 and provide for anticipated needs.

For the time being the situation is fairly well balanced, for while agriculture is not back fully in line as a purchaser, the accumulation of demands in other quarters for the present makes good the shortage in that quarter.

How long will the equilibrium be maintained? The outlook for business at this time is very good. If industrial costs and the general level of prices could be held where they are, there is every reason to believe that this pace might be maintained at least through the present year, perhaps longer; moreover, with some modifications, such as naturally would occur if not met with organized resistance, the period of prosperity might be extended indefinitely.

The check will come as the relationships between various groups of producers are altered, affecting the basis upon which they exchange services. The farmers regained in 1922 a part of what they lost in 1921, but in January, 1923, farm products had but 68 percent of the purchasing power over other things that they had in 1913. The tendency now, as other things are rising, is against them. The producers of flour, meat and most of the foodstuffs are supplying them to the wage-earners of the other industries upon an exchange basis that is unfair to the farmer. Moreover, the farmers are not the only people being placed at a disadvantage. A great number of the wage-earners will not be able to get their pay increased to correspond with the rises that are talked of in some of the favored industries. As prices rise all those whose incomes are not increased in equal proportion will have to curtail expenditures somewhere.

As yet these rising costs are only slightly reflected in retail prices. They are taking place in the processes of manufacture. The woolen goods manufacturers of New England have generally granted an advance of 12½ percent to their employes and leading cotton goods manufacturers are doing the same. These will be reflected in cloths and garments months hence and the effect upon consumers' demands cannot be known until then. In both instances these increases in the cost of manufacture follow important increases in the cost of the raw material, so that there is double reason for concern about the effect on the consumptive demand. A great part of the cotton goods production is sold to populations whose buying power at best is very low.

The farm implements which are being sold this spring have been made at lower costs than such implements can be produced for from this time forward. The test of the effect upon agriculture will come when this year's production is offered at retail. And so it goes throughout the industries.

FOR SALE

5000 pounds of high quarter blood worsted yarn, F.O.B. Philadelphia, either in the oil or dyed at corresponding prices. We are willing to quote this yarn on a basis of $1.45 per pound on size 2/20 in the oil. Terms 2/10, Net 30—**No. 582.**

Allan Bottle Bobbin Winders.—16 spindles—**No. 581.**

1 Payne Winder 24 Spindles.

1 3-horse power motor.

1 18″ 5 gauge Grosser—full automatic.

1 Class & Flanch ½ automatic.

1-5 gauge 16″ Grosser ½ automatic. Shaftings and Pullies, sewing machines and tables—**No. 579.**

200 Bobbins for Yayne Winder—sacrifice.—**No. 578.**

1/12 Spindle Winder—including 1 horse power motor—50 bobbins—**No. 575.**

1/8 Spindle Allen Winder—**No. 574.**

Two hundred pounds each of 2/26 wool, 7 stock on cones, brown, black, navy and white—**No. 573.**

10 Brinton Necktie Machines.

10 Brinton Cloth Machines, 16″ 24 and 42 gauge cylinder.

1 Brinton 16″ Ribber with extra cylinder.

1-15″ Wildman Ribber.

1-11″ Nye and Threadick.

2 Stafford & Holt Girdle Machines.

2 Sipp Winding Machines—**No. 572**

WANTED

7 Gauge Lamb Knitting Machines**No. 580.**

Hoffman Press with all equipment—**No. 577.**

36″ Wool Brushing Machine in good running condition—**No. 576.**

One Reporting Time Clock—**No. 571.**

A used coning machine of any kind that is in workable condition and has approximately only six spindles.—**No. 570.**

TO reach Buyers the Trade Journal offers the most effective medium.

*The journal of **your** trade is*

Sweater News *and* Knitted Outerwear

321 BROADWAY, NEW YORK

338.405
NAT
Commerce R R

National Knitted OUTERwear Association Bulletin

Knitted OUTERwear deserves the preference ©

Number 5 June 1, 1923

JUN

General Business Conditions

During the month of march, there was a gradual rise in wholesale prices, in wage rates and in general wholesale and retail trades. Production in the leading American Industries increased to a level 8% higher than at the highest peak of 1920. Wholesale prices have advanced 15% over the low point of January, 1922.

As regards commodity prices, cotton, corn, lumber, lead and sugar reached their highest level, during the last few weeks. The month of March saw an exceedingly large number of wage increases, due to increased industrial production. There was an increase of more than 2% in the number of workers employed in factories in the United States as a whole. In New York State it was reported that over 35,000 workers were added to factory payrolls during the month of March.

In spite of recent increases of employment, the number of workers in representative factories, both in New York State and throughout the United States, is still between 10 and 15% less than on the number of the payrolls in the early part of 1920, while factory output appears to be greater than the output in 1920.

The department stores in the New York district report March sales as being 13% above those of a year ago. This is probably due to the early date of Easter this year.

Window Display Contest Well Under Way

This contest, sponsored by the Knitted OUTERwear Bureau Inc., is creating a good deal of interest in all sections of the country. Prizes are being awarded in each of the following classes:

Class 1—Department stores
Class 2—Garment & Specialty Shops
Class 3—Haberdashers and Clothiers
Class 4—Sporting Goods Stores
Class 5—Dry Goods Stores

Such a contest not only brings our products before the consumer in the best way, but also creates a lively interest among retailers to push the sale of our garments.

The Committee appointed to award prizes in this contest are as follows: Andrew D. Hopkins, Gimbel Bros., Inc., New York City; John J. Cronin, L. Bamberger & Co., Newark, N. J.; George B. Rooney, Abraham and Strauss, Brooklyn, New York.

Write to the Bureau for information as to how you may co-operate.

Mr. Cheney Talks on How to Make Use of Trade Associations

Mr. Roy A. Cheney, Secretary of the Associated Knit Underwear Manufacturers of America, gives some interesting hints in regard to ways of using trade associations. He says:

"Unless you take advantage and use of your association," he declared, "you are missing the possibilities of returns which you can get in no other way. Your association is a part of your organization—the secretary and other association employes are on your payroll. If you do not use them you are passing up many opportunities for making and saving money."

Meeting of Knitted Fabrics Group

A very interesting meeting of the Knitted Fabrics Group of the Knitted Outerwear Manufacturers Association, was held on Wednesday, May 16th, at the Hotel McAlpin.

Mr. W. S. S. Grahame of the Fairchild Publications, gave a talk on, "Knitting Fabrics being produced in England" and also passed around a few samples of these fabrics. He also spoke of a new circular knitting machine, which is reported to produce sixty yards of cloth an hour. In comparison he stated that overcoating material on a loom could only be produced at a rate of twenty yards per day. Mr. Starbuck, also connected with the Fairchild's Publications, spoke on the necessity of giving the consumer basic facts re-merchandise. Mr. John Stern of Sweater News spoke interestingly on the need of advertising to foster the use of knitted fabrics.

It was decided to have luncheon meetings of this group once a month and at each of these meetings arrangements are to be made to have some interesting speaker address the group. The opinion was expressed that unless the Knitted Fabric Manufacturers come together and work in harmony, serious inroads will be made on their business by the Woolen and Worsted interests.

This Sounds Good For Our Industry

We quote from the index page of the Dry Goods Economist, introducing their section devoted to Knitted OUTERwear. They head the article "Summer Sportswear," then say as follows:

"This is one of the big fields in women's outer apparel which has developed in the last few years. With a summer coming on which will see perhaps the greatest development of interest in out-door sports for both men and women that the country has seen, no feature could be more timely. True, most of the apparel classified as sportswear is worn not in athletic sports but to them, or in every-day going about. Nevertheless, the sports interest is dominant."

Western District Association Activities

Our Western District is actively at work putting the finishing touches to the cost system, of which a final report is being prepared for the Western District by Mr. Lutz, Chairman of that District's Cost Committee.

Men who have studied this report say it is one of the best pieces of work they have seen, and will simplify the installation of a system in any Knitted OUTERwear mill.

This cost report is to be the basis of a National cost program, which Mr. Eugene H. Mahler, President of the Western District, is conducting for the National Knitted OUTERwear Association.

Mr. Mahler, in commenting on the report, says Mr. Lutz's report is so clear that any manufacturer of average intelligence, will be able to install it with little or no assistance from expert cost men.

Semi-Annual Meeting in Neenah on June 22nd and 23rd, 1923

The Western District is holding their semi-annual meeting at Neenah, Wis., on June 22nd and 23rd, 1923. They have invited President Waitzfelder and Mr. John F. Stern, publisher of "Sweater News and Knitted OUTERwear" to attend this meeting.

Westerners Advise Business Booming

Reports from Milwaukee state that the Knitting Mills are operating over time to dispose of orders accumulating in the files. If statements of various knitters can be taken as authoritative, business is the best in the history of the knitting goods trade in the Middle West. One of the biggest producers reports that shipments of spring goods this year are almost double last year's shipments. Fall business, this company also reports, is also greatly ahead of the advance business of last year.

The bulk of this business at the present time is in staple lines and in sport coats. Shaker sweaters in solid colors are going strong. There has been a falling off in the demand for contrasting colors and fancy combinations in shakers and staple sweaters.

Collections, however, are very poor. Many manufacturers interviewed on this subject stated that credit at the present time is very unsatisfactory.

American Silk Textile Demand Growing Abroad

American silk textiles are in increasing demand abroad. This demand was originally created, and has subsequently grown, merely through quality and price appeal, reinforced by adequate distributing agencies and aggressive sales efforts.

The Textile Division of the United States Department of Commerce receives inquiries constantly, for the agency and purchase of silk textile items. It is, therefore, in a position to be of assistance to the American silk goods exporters, in promoting export trade.

Nearly $12,000,000 worth of silk manufactures, was exported in 1922; —five times the amount exported in 1913. This also represents an increase of 22% over the 1921 figures.

Knit Goods Progress in Scotland

It is reported that the Scottish knitted woolen goods trade is more active than other Scottish textile industries.

There is a large demand for ladies' cardigan jackets as well as for knitted costumes, especially the three piece costume of skirt, jacket and jumper.

Hunting jackets and gentlemen's sport coats and fancy hose tops are also in demand. A new fashion lately coming into vogue is to use Knitted vests under the hunting jackets.

The Importance of Qualifying a Foreign Corporation

In order to protect the contracts made by a foreign corporation, it is absolutely necessary that such a corporation be qualified. Many states make contracts of an unqualified foreign corporation void.

The only safe course that a corporation can take in regard to business undertaken in any foreign country, is that before signing a contract they should thoroughly investigate the possible penalties for non-compliance in regard to qualification.

We Are Trying to Get You More Information About This Fast Machine

The attention of the Association has been called to a new knitting machine, which, it is claimed, can manufacture certain kinds of cloth ten times faster and very much cheaper than a loom.

The new competitor of the loom is a circular knitting machine of unusual size, and turns out a close firm textured fabric, which when finished, can hardly be distinguished from loom fabrics.

We have started an inquiry re this machine, and will report in a coming issue of the bulletin.

THE DEPARTMENT OF COMMERCE ASKS YOUR ASSISTANCE

Mr. Herbert Hoover has personally addressed a letter to this association asking them to co-operate with the railroads to maintain their present rate of productivity and employment. The principal directions in which such co-operation can be extended by the trades are:

1. The advance storage of their winter coal during the light consuming season—that is, from now until September 1, including the early movement of Lake traffic.
2. The loading of all cars to full capacity, their prompt loading and discharge.
3. Reduction of reconsignment shipments and restriction of to-order bills of lading.
4. Demands for no more cars from the railways than can be promptly used.

The importance of this lies in more than simply the maintenance of continuity of production and full supply of consumption, because any strangulation in movement of commodities through car shortages affects the profits of every individual manufacturer by interruption in his production, and furthermore, such strangulation affects price levels in the most definite fashion.

May we ask you to aid in any way you can along the lines stated above.

WHICH SIDE OF THE FENCE ARE YOU ON?

A short time ago the Supreme Court of the United States decided to make void the law passed by Congress fixing a minimum wage for women workers in the District of Columbia. In some quarters this precedent will be praised. However, The Dry Goods Economists tells us that a majority of dry goods retailers, department and store owners are either neutral or in favor of legislation under which women will receive a fair minimum wage. This paper further points out that the fixing of a fair lowest rate of remunerations for women and girls, not only provides juster treatment for the girls, but also lessens the unfair competition which a liberal employee would otherwise have to face from concerns that run their business on a penurious basis.

The majority opinion of the court states the law interfered with the liberty of contract guaranteed by the constitution. They also said the standards established by the statutes were too vague to be carried out accurately.

The dissenting opinion stated that Congress in passing the minimum wage law took the stand that low wages and long hours are equally bad for employees.

FOR SALE

Raschel Plant—6 machines—with all equipment to be seen running. Williamsburg District—Brooklyn—**No. 583.**

5000 pounds of high quarter blood worsted yarn, F.O.B. Philadelphia, either in the oil or dyed at corresponding prices. We are willing to quote this yarn on a basis of $1.45 per pound on size 2/20 in the oil. Terms 2/10 Net 30—**No. 582.**

Allan Bottle Bobbin Winders—16 spindles—**No. 581.**

1 Payne Winder 24 Spindles.
1 3-horse motor.
1 18″ 5 gauge Grosser—full automatic.
1 Class & Flanch ½ automatic.
1-5 gauge 16″ Grosser ½ automatic.
Shaftings, and pullies, Sewing machines and tables.—**No. 579.**

200 Bobbins for Payne Winder—Sacrifice—**No. 578.**

½ Spindle Winder—including I horse power motor 50 bobbins—**No. 575.**
⅛ Spindle Allen Winder—**No. 574.**
10 Brinton Necktie Machines.
10 Brinton Cloth Machines, 16″ 24 and 42 gauge cylinder.
1 Brinton 16″ ribber with extra cylinder.
1-15″ Wildman Ribber.
1-11″ Nye and Threadick.
2 Stafford and Holt girdle machines.
2 Sipp Winding machines—**No. 572.**

WANTED

Seven gauge Lamb knitting machines—**No. 580.**
Hoffman Press with all equipment—**No. 577.**
36″ Wool Brushing Machine in good running condition—**No. 576.**

TO reach Buyers the Trade Journal offers the most effective medium.

The Journal of *your* trade

is

Sweater News Knitted *and* Outerwear

321 BROADWAY, NEW YORK

338.405
NAT

Commerce Q R

UNIVERSITY OF ILLINOIS LIBRARY
JUN 22 1923

National Knitted OUTERwear Association

Knitted OUTERwear deserves the preference ©

Bulletin

Number 6 June 15, 1923

Order Your Fall Color Card Today

The fall 1923 color card of the Association, is now ready. This color card has been prepared with the co-operation of the Textile Color Card Association of the United States, and shows the colors which will be most popular for Fall wear.

These colors have been chosen to harmonize with those selected by the millinery and waist industries, and will prove of valuable aid to you in the selection of your Fall colors.

Order yours at once, as the supply is limited.

Members who have already purchased the Standard Color Card of the Knitted CUTERwear Industry can have this supplementary card for 50c.; others wanting it should forward $1.00. We have made a special combination price for the Standard Color Card, including the supplement, as follows: Members $3.00, Non-members $4.50.

Business Conditions in the United States

Production in basic industries for a number of the most important United States industries, declined about 1% during April.

Wholesale and retail trade was somewhat smaller in April than in March, which is the customary trend at this season of the year.

Wholesale prices remained about the same during April as during March.

During the past few months, prices in foreign countries, as far as figures have been available, have been decidedly upward. In France prices have risen 15% since last December. In England they have risen 14% in the same period.

Several important basic commodities during April and the first two weeks of May, went down 3%.

Average weekly earnings of operatives in representative factories in New York State, were $27.00 in April; a little above the March figure.

The Yarn Market Situation

Our Western District has issued a bulletin covering the yarn market situation, from opinions received through various association members in the West. Three manufacturers stated that they do not expect any lower price in yarns within the next 3 or 4 months; one states that yarns will advance in August and September; another, that the outlook for 1924 prices, at the present time, is so uncertain, that manufacturers should clear their decks as soon as possible; four yarn dealers express the opinion that there will be no weakening of prices this year.

UNIVERSITY OF ILLINOIS LIBRARY
JUN 22 1923

A well known bulletin service report on wool, states that although the situation is a little unstable, barring unforeseen developments, more attractive buying levels will materialize a little later in the year.

New England District Hold Interesting Meeting

This District Association held their monthly meeting at the Boston City Club recently. Four new associate members were elected, namely Franklin Yarn Mills, Obrien and Gilley of Eddington & Co., E. G. Nathan of the Valatie Yarn Co., and Gallagher & Wright of Wm. G. Wright Co.

Mr. Lester D. Marsh spoke on the Code of Ethics and a resolution was adopted unanimously, approving and endorsing the resolution of the National Association adopting tentatively the proposed Code of Ethics.

The semi-annual meeting will be held in the form of a "get-together" party at an outing on June 30th.

Western District Offers Loving Cup in Course of Cost Work

The Western District Association has offered a loving cup to the active member who submits the best essay on "Operating a Knitted Outerwear Mill on the Most Efficient Basis."

This suggests the thought that it might not be inappropriate to offer an annual prize or medal for the person who in each year, in the opinion of the National Associaton, renders a signal service to the Industry.

A Timely Warning

For any of our members who are selling goods abroad, or who are contemplating doing so, the Department of Commerce at Washington, issues the following statement:

It states that a representative of their Bureau has just returned from a tour of European countries, who advises that there is a policy, at present, among American exporters, of refusing to ship export orders when domestic demand is good. He says that he has come across several examples of this recently, and that many British importers have stated their intention of definitely discontinuing to handle American lines, so long as such a policy is followed. It is very important to call exporters attention to this, as American export trade is seriously menaced by such action.

The Department of Commerce, therefore, calls our notice to the necessity for prompt and careful attention to export orders at all times, regardless of domestic demand.

It seems most advisable that a definite percentage of production be allocated for export. Under such an arrangement the foreign purchaser cannot feel that his orders are neglected while domestic orders are being shipped.

Export trade can prosper and grow only through the same careful consideration and attention as is practiced in Domestic business. Under practices now becoming more common, export business will not only suffer, but the vast amount of pioneer work accomplished by American firms, will be entirely lost, and the money and goodwill invested in the promotion of foreign markets be absolutely thrown out.

Appreciation

The receipt of letters acknowledging service given by the Association, is very encouraging. We are very glad to be of service to appreciative members. We quote below a letter received recently from the Green Bay Knitting Works of Green Bay, Wis., which we assisted in a dispute:

"Our Mr. Sauber reported to us the kind hospitality you extended to him, also the aid given towards straightening out the affair of the Schwartz people, by going to Newark with him. It was on your account that we got some satisfaction from him. We surely wish to thank you greatly for this favor, and think that belonging to an association is worth while if they would all do for their members as you did for us."

The Five-Day Week Versus the Six-Day Week

We have received very interesting letters in connection with the above question, and quote below two of these letters. The Exmoor Knitting Mills of Chicago write us as follows:—

"In the days of barbaric magnificence, when the pyramids were built, when the palaces of Babylon were created, when great boats were propelled by men rowing in the galleys, the great mass of men worked, and worked to the limit of endurance.

"As civilization has advanced, working conditions have improved and working hours have become shorter and shorter. This has been possible by reason of two things: first, the introduction of machinery, and second, improvement in methods. It is not to the credit of labor leaders that they have so often fought all improvement in both machinery and methods.

"As there is a limit to improvements, so there must be a limit to shortening working hours. The time when machinery will do it all, and no human labor be necessary, is a long way off. Now the question is—can the necessary labor be done in five days instead of six? If it can, the question of spreading it over five days or six is one of convenience. It depends upon the co-ordinating of efforts between different departments. It depends on relations with other industries, customers, and those from whom purchases are made. And it depends on the class and location of employees, and how they make use of the extra day of leisure.

"And then there is the possibility that the world's work can not be done in five days a week. Further, that it is sometimes hard to crowd it into six, while at other times five is over sufficient. Can not the hours per week be flexible? There is to be considered the working of only five days a week during the summer, especially if this is not the busy season in that particular business.

"So many things must be taken into consideration, the matter of over or under-production, the matter of factory conditions, locality, hazard of work, intensity of work, and so on, that every trade, every locality, and every manufacturer must answer the question for himself, according to his own conditions."

Grushau & Sichel of Philadelphia are trying the five day week during the six spring and summer months. They make the following comment:

"In reply to yours of the 5th, during daylight saving from April until the end of September, we have found it most feasible to change our regular schedule of working hours, which are from 8 to 5.30 and lunch of 45 minutes on the winter schedule, to 7.30 to 5.50 working only five days a week during these months, and have found that it works out very satisfactorily."

Another letter from the Kingston Knitting Company of Cambridge, Mass. is opposed to the five day week. They write as follows:—

"We have your letter of the 5th regarding the change in the working week from six days to five days, and we do not consider this at all practical. In the first place, if the hour was put on the late afternoon, it would make the help getting home so late, also working with artificial light. In addition to this, after

(see next column)

a girl has worked up to 5:30, to add an hour on to this, I do not think that her production would average the same as earlier in the day.

This condition would work out much to the disadvantage of the manufacturer. On the other hand, if the opening hour was changed to seven o'clock instead of eight, we are wondering how many would report at seven o'clock, as there are so few concerns today that are starting at this hour. We are inclined to think that we would have a great many tardy ones, which would result in loss of production.

"We find no disadvantage in working six days. We do not pay off until Saturday forenoon, which insures us of all help reporting for their pay envelope, and giving us six days work. We formerly paid off on Friday, and found that the help did not always report on Saturday. We also feel that we get a better production by working the four hours on Saturday from eight to twelve, as we close the year round at twelve o'clock

STATISTICS

The Department of Commerce at Washington has just released a bulletin in regard to the manufacture of knit goods for the year 1921.

It is interesting to note that the 1921 production of fancy knit goods is 300% that of 1914.

		1921	1919	1914
Fancy knit goods	Value	$137,005,437	$111,705,313	$46,177,864
Sweaters, sweater coats, jerseys, etc.	Dozs.	2,747,644	2,132,581	2,249,142
	Value	$69,426,457	$61,094,341	$26,195,002
Bathing suits	Dozs.	909,375	301,393	274,454
	Value	$11,202,241	$6,644,906	$2,033,889
Scarfs and shawls	Dozs.	362,677	298,237	63,264
	Value	$7,784,658	$4,054,859	$713,545
Knitted headwear	Dozs.	507,993	2/ 557,732	987,178
	Value	$3,408,674	2/$3,996,398	$3,456,326
Neckties	Dozs.	1,756,633	547,631	(3)
	Value	$9,136,740	$5,100,947	(3)
Sueded cotton gloves	Doz. prs.	469,404	163,086	)
	Value	$3,900,274	$1,061,856	)
Knitted gloves and mittens				) 2,470,183
(except sueded)	Doz. prs.	2,215,767	3,408,037	)$10,519,613
	Value	$21,308,752	$18,468,555	)
All other	Value	$10,837,641	$11,283,451	3,259,489
Knitted cloth	Value	$45,299,113	$59,347,745	(4)
Jersey Cloth	Sq. yds.	29,910,821	20,291,067	)
	Value	$25,983,171	$24,965,718	)
Tricolette	Sq. yds.	8,200,695	5,051,639	) 10,593,986
	Value	$9,430,173	$17,172,431	) $4,378,544
Stockinette	Sq. yds.	(4)	10,053,335	)
	Value	1,441,310	$3,725,217	)

FOR SALE

Four Grosser full automatic five gauge machines; three Leighton Jersey machines with nine and eleven cut needle beds and two six gauge Links and Links machines—**No. 588.**

4—Stafford and Holt—18″ Ribbers.
2—Wildman 16″ Ribbers—**No. 587.**

1—Universal Cone Winder Style 50—almost new.
1—7″ Sinker Top Brinton Machine
1—8″ Sinker Top Brinton Machine
1—9″ Cylinder and Dial Brinton Machine with striper attachment.
1—13″ Cylinder and Dial Brinton Machine.
2000 Type A Cone Spools for Sipp Winder—**No. 586.**

2—Grosser Shakers—2½ cut—24 inch hand combination shaker and Cardigan Locks.
1—Grosser Shaker—3 cut—28 inch power double bed.
1—Grosser Shaker—3 cut—16 inch hand combination Shaker and Cardigan Locks.
1—Grosser Shaker—4 cut—18 inch power combination shaker and Cardigan Locks with take-ups.
1—Grosser Shaker—2½ cut—60 inch power single bed body machine.
1—Grosser Shaker—4 cut—54 inch power single bed body machine, also 2½ cut plate for this machine.
2—Grosser Shakers—2½ cut—18 inch power combination Shaker and Cardigan Locks with take-ups—**No. 585.**

Raschel Plant—6 machines—with all equipment to be seen running. Williamsburg District—Brooklyn—**No. 583.**

5000 pounds of high quarter blood worsted yarn F.O.B. Philadelphia, either in the oil or dyed at corresponding prices. We are willing to quote this yarn on a basis of $1.45 per pound on size 2/20 in the oil. Terms 2/10 Net 30—**No. 582.**

Allan Bottle Bobbin Winders—16 spindles—**No. 581.**

1 Payne Winder 24 spindles.
1 3-horse motor.
1 18″ 5 gauge Grosser—full automatic.
1 Claes & Flantje ½ automatic.
1-5 gauge 16″ Grosser ½ automatic Shaftings and Pullies Sewing machines and tables—**No. 579.**

200 Bobbins for Payne Winder; sacrifice—**No. 578.**

WANTED

Seven Gauge Lamb Knitting Machines—**No. 580.**

Mechanic on circular latch needle machines, thoroughly familiar with Leighton (including three needle rack), Stafford & Holt and Scott & Williams machines, wants position. Can make own parts if necessary.—**No. 584.**

TO reach Buyers the Trade Journal offers the most effective medium.

The Journal of *your* trade

is

Sweater News *and* Knitted Outerwear

321 BROADWAY, NEW YORK

338.405
NAT
Commerce R R
OF ILLINOIS LIBRARY

National Knitted OUTERwear Association Bulletin

Knitted OUTERwear deserves the preference ©

Number 7 June 30, 1923

Shall We Have a Fashion Service?

As this Bulletin goes to press, each District is having brought to its attention the idea suggested by Mr. B. Robbins of the Royal-Ascot Knitting Mills, to have a foreign Fashion Service supply the Association with the latest fashion ideas from Europe.

It was decided to have each District vote as to whether such a service is desirable, and therefore the members of the Fashion Committee are now presenting this important matter to the members of the District which they represent.

Egyptian Shades Lead in Our Fall Color Card

Fashion decrees that Egypt's lure still entices Miss America. The Fall Color Card we have just published is especially interesting because of the emphasis on the Egyptian shades. Of the twelve colors appearing on the card, there are five, which can be classed as distinctly Egyptian. They are Cartouche, Carnelian, Eucalyptus, Egyptian Green and Faience. There is a predominance of browns for Fall wear, three shades of this color being shown. The colors match those of the Standard Color Card Association and that Association's numbers have also been used.

Order your card today before they are all gone. 50c to members now having the Standard Color Card, $1.00 to others. Special combination price for the Standard Color Card and the Fall supplement—to members, $3.00; to non-members, $4.50.

Review of Present Industrial Conditions

A prominent firm has sent out a letter giving a graphic view of present business conditions. The letter reads as follows:

"It is generally admitted that the inspired application of the brakes to in-

(Continued on Page 42)

Eastern District Adds Another Group to Its Association

The Knitted Neckwear Manufacturers Association was made a part of the Knitted OUTERwear Manufacturers Association, Eastern District, at a recent meeting held at the Hotel McAlpin. Discussion of business methods to put the Knitted Neckwear Industry on a higher and more profitable plane, occupied the greater part of this meeting.

Another matter of interest brought up, was the absolute necessity for advertising and publicity in behalf of knitted neckwear, to point out its advantages and to popularize it in the minds of the consumer.

The committee appointed by the Knitted Neckwear Chairman to take up with the Directors of the Knitted OUTERwear Association, the organization of this group consists of the following:

Ben Friedlander of the Bethlehem Knitting Mills; I. H. Fisher of the Pacific Knitting Mills, Jess Unger of the Favorite Knit Goods Co., and Eugene N. Trabilcy of the Mutual Knitwear Co.

Fear of Inflation Passing

There is not now as much talk of inflation as there was a short time ago. The conservative element of the country viewed the reported rise of industrial costs distrustfully, and was therefore indisposed to stock up heavily at the higher level of prices.

A slow spring trade has helped to make merchants cautious, and buyers have withheld orders as they always do. The feeling in conservative circles is that the situation is more satisfactory because of this check. The pace in March was too fast to be maintained.

Annual Meeting of the New England District to be Held June 30th, 1923

The annual meeting of the New England District will combine business and good-fellowship.

The business meeting will be held at the Pawtuxet Valley Dyeing Company at Phoenix, R. I., on June 30, where election of officers and directors for the ensuing year will take place, and reports will be read from the President, Secretary and the Chairman of the various committees.

Tying Up Retailers to Knitted OUTERwear

Retailers the country over are quick to appreciate efforts to give them practical assistance in the sale of merchandise.

The Knitted OUTERwear Bureau of this Industry realizes that good advertising illustrations are one of the retailers' most vital needs. It has secured the service of nationally known illustrators to prepare a series of forty-one cuts, illustrating every class of Knitted OUTERwear that can be worn during the Spring and Summer months. The complete service covers window trimming suggestions, display material, picture slides, special calendar offers, prizes for the best window displays, and a great many activities of a similar nature.

There is but one purpose behind this work—to increase and to speed up the sale of Knitted OUTERwear, which the retailer has on his shelves and in his show-cases.

Many firms have written the Knitted OUTERwear Bureau, asking where the various Knitted OUTERwear advertised by them could be purchased. A list of these inquirers can be obtained by all subscribers to the Publicity Campaign, by writing the offices of the Knitted OUTERwear Bureau, at Baltimore.

According to Professor Fisher, Professor of Economics at Yale University, the dollar purchasing value today is 62-4/10 cents as compared with pre-war value.

For Knitted OUTERwear Exporters

A Japan house desires to make a connection with a firm exporting general knit goods of medium price. When writing them forward samples, catalogues, quotations, etc. The address is:

ARIMOTO & COMPANY
Osoka, Japan

Review of Present Industrial Conditions
(Continued)

dustry has been salutary and sufficient. Six weeks ago industry was on the point of running away with itself, but now we are travelling at a safer and steadier gait. There is less cause for nervousness now, than there was when business showed a spurt of speed.

"We believe that as time goes on, manufacturers will come to appreciate the last six weeks of restrained business. The fact that orders collapsed under the effect of so slight a jolt, is proof that buying was being overdone. Orders that did not materialize are no real loss. Had they come through, they would probably have been cancelled by the seller for credit reasons. We are in a heathier condition today, because we are ready for business when it comes, and it is coming.

"The prospects of steady and gradually improving business during the next few months are bright. Let us examine the two principal controlling elements:

FIRST: Consumer demands.

"The prosperity of the last five months has been sufficiently general to insure more than moderate spending. During the Spring, consumer demand in the textile field was temporarily curtailed by the depressing weather. Now that the weather has improved, we see no real reason why retail business should not pick up, and continue at a satisfactory pace.

"Just how soon consumer demand will begin to affect the manufacturer depends on the size of retail jobbing stocks. On the whole, retail stocks are light, because retail buying has been from hand to mouth, due to the unsettled market. Jobbers' stocks, while larger, should melt during the next few weeks. After that we see no reason why the mills should not find orders flowing in at a steady rate.

"Once again, watch your costs rigidly; grant credits carefully, using unusual care in checkings; accumulate reserves when possible; keep your working capital liquid."

Why They Complain

The National Retail Dry Goods Association recently had a survey made by Doctor Klingaman of the University of Ohio as to what were the main causes of complaint by manufacturers, jobbers and retailers against each other and some very interesting data has been compiled on this subject.

Speaking of wholesalers, jobbers and manufacturers they had the following complaints against the retailer:

WHOLESALER, JOBBER, MANUFACTURER

Unjust return of merchandise.
Unreasonable cancellation.
Retail trade not anticipating far enough in advance.
Failure to confirm orders.
Unnecessary deferring of seeing salesman.
Refusal to look at new lines.
Taking discount not earned.
Unreasonable demand for concessions.
Unnecessary price cutting.

REMEDIES SUGGESTED

A high code of ethics and a better understanding of the problems of both buyer and seller.
Better co-operation between merchandise managers and buyers to avoid cancellations and returns.
Keeping appointments with salesmen.
Merchandise managers should have a personal acquaintance with firms with which they deal.
Better informed buyers.
Educate the retailer.
Broader latitude to buyers.
Give more time to buying.
Too many buyers in market at same time.
Extra discount to early buyer

(see next column)

The retailers then had their innings with the following list of complaints:

RETAILER'S VIEW

Selling competitor when line is supposed to be exclusive.
Misrepresentation by salesman.
Salesman promising things house can not fulfill.
Salesman urging retailer to overbuy.
Manufacturer accepting orders he can not deliver.
Salesman's lack of knowledge of goods and house's ability to fill order.
Selling direct to consumer.
Advertising resale price too low.

DELIVERIES

Failure to deliver at appointed time.
Disregard of shipping instructions.
Delivering in three or four shipments.
Delivering inferior merchandise.
Delivering more than buyer ordered of cheap goods.
Delivering short on yardage.
Delivering imperfect or soiled goods.
Delivering goods ahead of invoice.
Substitutions as to: Sizes, Colors, Numbers and Patterns.
Difficulty in securing reorders.

REMEDIES SUGGESTED

A committee or an organization to see that both sides get together.
Educate the retailer to better merchandising.
Make the seller live up to a confirmed order.
Use the golden rule.
Better business practices standardized.
Uniform order blanks.
Uniform invoice.

FOR SALE

Two 24-spindle Allen bottle winders—**No. 597.**

All or any part of 3500 lbs. of size 2/18 high quarter blood worsted yarn (Whitman Spinning) at $1.43 per lb.—**No. 596.**

Entire piece goods plant ready for instant use, capable of making any jersey cloth or worsted fabric. This plant can be bought cheap. It is open for inspection by appointment only by getting in touch with Watkins 8668 by telephone. The machines are now located at 220 W. 19th Street, New York City.

1 40-inch 7 gauge Lamb Power Machine, 8 months old; 1 18-inch 5 gauge Grosser Power; 1 Grosser 16-inch 5 gauge 3 carrier; 1 18-inch 5 gauge C & F long chain attachment—**No. 593.**

24 spindle Lindsay and Hyde winder in first class condition—**No. 591.**

50 lbs. of black zephyr and about 40 lbs. of black coral yarn in first class condition, and at about one-half market price.—**No. 590.**

Two Hoffman Pressing Machines—**No. 589.**

Four Grosser full automatic five gauge machines; three Leighton Jersey machines with nine and eleven cut needle beds and two six gauge Links and Links machines—**No. 588.**

4 Stafford & Holt 18-inch Ribbers; 2 Wildman 16-inch Ribbers—**No. 587.**

1 Universal Cone Winder Style 50, almost new; 1 7-inch Sinker Top Brinton Machine; 1 8-inch Sinker Top Brinton Machine; 1 9-inch Cylinder and Dial Brinton Machine with striper attachment; 1 13-inch Cylinder & Dial Brinton Machine; 2000 Type A Cone Spools for Sipp Winder—**No. 586.**

2 Grosser Shakers—2½ cut—24-inch hand combination Shaker & Cardigan Locks; 1 Grosser Shaker—3 cut—28-inch power double bed; 1 Grosser Shaker—3 cut—16-inch hand combination Shaker and Cardigan locks; 1 Grosser Shaker—4 cut—18-inch power combination shaker and cardigan locks with take-ups; 1 Grosser Shaker—2½ cut—60-inch power single bed body machine; 1 Grosser Shaker—4 cut—54-inch power single bed body machine, also 2½ cut plate for this machine; 2 Grosser Shakers—2½ cut—18-inch power combination Shaker and Cardigan Locks with take-ups—**No. 585.**

Mechanic on Circular Latch Needle Machines, thoroughly familiar with Leighton (including three needle rack), Stafford & Holt and Scott & Williams machines, wants position. Can make own parts if necessary.—**No. 584.**

WANTED

Buttonhole machines—**No. 598.**

Battery of Brinton 9 or 10 cut ribbers ranging in size from 17 to 21 inches—**No. 595.**

National winder Universal coning machine for artificial silk.—**No. 592.**

Mr. F. O. Roesel, 311 George Ave., N. Augusta, South Carolina, wishes to represent a manufacturer in selling a good line of sweaters and bathing suits on a commission basis. He covers the territory in Georgia, South Carolina, North Carolina and Virginia.

TO reach Buyers the Trade Journal offers the most effective medium.

The Journal of *your* trade

is

Sweater News *and* Knitted Outerwear

321 BROADWAY, NEW YORK

338.405
NAT
Commerce R.R.

National Knitted OUTERwear deserves the preference © Association Bulletin

Number 8 July 17, 1923

UNIVERSITY OF ILLINOIS JUL 27 1923

Meeting of Trade Associations Favors Change of Name of "Artificial Silk"

At a recent meeting held under the auspices of the National Retail Dry Goods Association, at which were present representatives of the Silk Association of America, the Knitted OUTERwear Manufacturers Association and the Association of Knit Goods Manufacturers, the selection of a new name for "Artificial Silk" was unanimously favored. A Committee has been appointed to look into a suitable substitute name.

A Committee was appointed to choose the new name, the members of which are the following:

H. B. Cheney of Cheney Brothers, representing the Silk Association of America; Oswald Knauth, representing National Retail Dry Goods Association; Lincoln Cromwell, representing Association of Knit Goods Manufacturers; N. Trabulsi, representing Knitted OUTERwear Manufacturers Association, Bert R. Clarke of Tubize Artificial Silk Company, and S. S. Salvage of the Viscose Company, representing the Artificial Silk Group of the Silk Association of America.

Activities of Eastern District Neckwear Group

The active work being done by this Group, recently organized as part of the Knitted OUTERwear Manufacturers Association, Eastern District, should be developed nationally by the formation of similar groups in each of the other districts.

At present special emphasis is being put by the Eastern Group on participation in the Advertising Campaign of the Association. Steps are also being taken to participate in the Neckwear Week in connection with the cut silk neckwear manufacturers.

Complaint Report No. A

Unfair Trade Practices

The Committee on Trade Practices has issued its report No. 1923A, advising the active membership of the facts in a case where a member has complained of a practice that was resorted to by a customer, which they believe to be unfair, and which the customer refuses to adjust or arbitrate at the request of the Committee.

This report should be filed with the credit information, so that in checking the account of this customer, our members will be advised of another member's experience.

The more extensive use of this service of the Association by the membership would result in a greater and more cumulative benefit to all.

Knitted OUTERwear & Fashion

From Women's Wear we learn that London is looking forward to a good Fall season in knit goods — with tweed effects predominating. Raglan sleeves are being featured.

A popular mottled effect in sweaters is obtained by combining as many as six shades in one color series. The long straight coat seems to be most popular. Capes are also popular with some three piece suits being shown—comprising a dress and waist line cape.

Paris says that Knitted costumes are in continued demand—silk and wool fabric in two tone effects being most popular. Among the present popular colors are beige, royal blue and some copper and brick shades. Sport and traveling coats are cut on ample lines--to give complete ease.

Vienna seems to favor light, silk jersey, frocks at the moment. Richly embroidered jackets are also seen, the latest being of bouclette, either contrasting or the same shades as the original color. With these coats go one colored skirts, knitted in knife pleated effects.

More Rumors About Slip-On Revival

A leading Denver firm advises that in their opinion the slip-on is coming back. They state the sale of this model is gradually picking up and New York jobbers and manufacturers are anxiously awaiting a demand for this type of sweater, of which they have large stocks.

Knitted OUTERwear Looks Forward to Prosperous Season in All Parts of the United States

The Knitted OUTERwear market in New York is expected to be better than ever this Fall.

Although retail prices are being lowered in New York, the Middle West reports that prices are very firm for this time of the year. Labor demand is healthy at present, especially for capable foremen and factory superintendents and the coming season is expected to be the "best ever" for knitted outerwear.

Publicity Bureau Gives Leads for Knitted OUTERwear Customers

As a result of the advertising and publicity work of the Knitted OUTERwear Bureau, many inquiries have been received from dealers for general Knitted OUTERwear, and any subscribers to the Publicity Campaign can receive a list of the dealers inquiring, by writing to: Knitted OUTERwear Bureau, 2 East Redwood Street, Baltimore, Md.

Review of Business Conditions in the United States

The Federal Reserve Bank of New York, reports production and shipment of goods have continued heavy during May. Wages advanced in many cases, and volume of employment was sustained.

The index of production in basic industries advanced 2% during May. The volume of both wholesale and retail trade was larger in May than in April.

Sales of meat, hardware and shoes, show very large increases, but sales of clothing and dry goods decreases.

The Federal Reserve Bureau's index of wholesale trade was 14% higher than a year ago.

Wholesale prices have declined about 2%, except food and house furnishing.

The cost of living of a wage earning family rose slightly less than 1% during May.

The Knitted OUTERwear Industry's Code of Ethics

You have all received, by this time, a copy of the Code of Ethics as tentatively adopted by the Board of Directors.

Before putting it in permanent form, we want an expression of your opinion as to any changes to be made in it.

When this code is finally revised, this Association will have it reprinted on placards for distribution to all members.

We will welcome any constructive criticisms that any member has to offer.

The Knitted OUTERwear Industry is not alone in this effort to develop a higher degree of business ethics and fair dealing.

One may pick up any trade paper or periodical and read of efforts being made in other industries in this direction. The Clothier and Furnisher for its trade says:

'There is too much of the materialistic about some of the merchants these days. Their sole thought from the moment they open their doors in the morning, until they close at night—is business; how much they can sell and what the profit will be. They forget that there is a greater service to perform in helping the other fellow, in doing a good turn toward some less fortunate brother. It costs little to be friendly, to dissipate a little of the milk of human kindness among our neighbors.

"We recommend a reckless investment in Friendship Bonds. They pay big dividends."

The millenium will soon be here.

Large Attendance at Western Semi-Annual Meeting

This meeting was one of the most successful ever held by our Western Association — over sixty members gathering to attend it at Valley Inn, Neenah, Wis., on June 22nd and 23rd.

Mr. Eugene H. Mahler, President of the Association, in his opening address, put special emphasis on personal relations in business. He said "If statistics have taught us any one thing during the last twenty years, it is that the spiritual factor is the greatest one in the growth of communities and nations. What is this spiritual factor in practice? The spiritual factor is to make the best product possible; to insure a moral responsibility toward your employees; to deal fairly with your fellow-manufacturers; to deal honestly with your customers; to advertise truthfully,—in short, to raise business to the level of ethical professions."

Mr. H. L. Ashworth, outlined the work of the Western Association, which included the drafting of a code of ethics, issuing of reports at regular intervals of the yarn market situation, and the perfection of the cost finding system.

Mr. S. C. Mendelson, a member of the National Publicity Committee, in his report, emphasized the fact that successful National Publicity has become the very backbone of the Industry.

Action was taken at this meeting on a number of important matters. The National Fashion Committee's plans to use a foreign fashion service were adopted, with the proviso that retailers should be asked for their co-operation, and that styles should be issued in this connection not more than twice a year.

A motion was approved to task the National Association to take up the question of standardization of boxing in relation to the manufacturers selling to the jobbing trade.

The Western District went on record as requesting the spinners to make yarn contracts on a six months basis instead of three months as at present.

New England District Has Get-To-Gether Party

Our New England District held their semi-annual meeting at Providence, R. I., on June 30th, at which there were present fifty-five members and guests.

The following officers were unanimously elected for the coming year:

R. H. WYNER..............President
Shawmut Woolen Mills
BERT E. GREEN..........1st Vice-Pres.
Revere Knitting Mills
THOS. P. REILLY......2nd Vice-Pres.
Gold Mark Ktg. Mills
LESTER D. MARSH..........Treasurer
Yale Knitting Mills
H. N. GUTERMAN..............Counsel
Tremont Bldg., Boston
NEIL J. CODY..............Secretary
19 South Street, Boston

Important Aid to Industry's Growth

One of the most interesting developments in recent years, from the Knitted OUTERwear stand-point, is the rapid growth of a special department for sportswear in the larger Department Stores. Many of the best stores in the country now maintain such departments, says Sweater News.

They were established only after the most careful study of conditions by store executives. There is no doubt that the vogue for sports apparel is a permanent one, and because sports apparel is primarily Knitted OUTERwear, the development of such departments is especially pleasing to our Industry.

Arbitration

The Knitted OUTERwear Industry has for such a long time been practicing the system of commercial arbitration that it is not surprised at the progress which this principle is making in general adoption and use. Business men when fully informed as to the possibilities of this system of adjusting commercial disputes cannot fail but be convinced of its effectiveness, economy and satisfaction.

The Merchants Association of New York, a short time ago, sent out a questionnaire regarding arbitration and of 849 replies received, 845 declared in favor of arbitration and pledged the respondents to provide for it in their contracts.

The Eastern District Local is at present revising its pamphlet on commercial arbitration, list of official arbitrators and instructions to arbitrators, which will be distributed to its members and all others interested, in the near future.

Pennsylvania District Notes

The First Annual Outing of the Pennsylvania District, was held at the Old Mohican Club, Morris, New Jersey—sixty members and guests attending.

Athletic sports were indulged in, and all had a good time.

In the evening a dinner was held, at which there was organized a Knitted OUTERwear manufacturers' building and loan association.

At a meeting of the Pennsylvania District Association on July 12th, 1923, a committee was appointed to go over the cost calculation data furnished the National Cost Committee, and report at the next meeting of the Local Association. This Committee consists of A. Titelman of the Arr Tee Knitting Mills, L. O. Lohmeyer of the Thurman Manufacturing Company, John Sichel of Grushlaw & Sichel, and Robert Segal of Segmar Knitting Mills.

FOR SALE

Two 24-spindle Allen bottle winders—**No. 597.**

All or any part of 3500 lbs. of size 2/18 high quarter blood worsted yarn (Whitman Spinning) at $1.43 per lb.—**No. 596.**

Entire piece goods plant ready for instant use, capable of making any jersey cloth or worsted fabric. This plant can be bought cheap. It is open for inspection by appointment only by getting in touch with Watkins 8668 by telephone. The machines are now located at 220 W. 19th Street, New York City.

1 40-inch 7 gauge Lamb Power Machine, 8 months old; 1 18-inch 5 gauge Grosser Power; 1 Grosser 16-inch 5 gauge 3 carrier; 1 18-inch 5 gauge C & F long chain attachment—**No. 593.**

24 spindle Lindsay and Hyde winder in first class condition—**No. 591.**

50 lbs. of black zephyr and about 40 lbs. of black coral yarn in first class condition, and at about one-half market price.—**No. 590.**

Two Hoffman Pressing Machines—**No. 589.**

Four Grosser full automatic five gauge machines; three Leighton Jersey machines with nine and eleven cut needle beds and two six gauge Links and Links machines—**No. 588.**

4 Stafford & Holt 18-inch Ribbers; 2 Wildman 16-inch Ribbers—**No. 587.**

1 Universal Cone Winder Style 50, almost new; 1 7-inch Sinker Top Brinton Machine; 1 8-inch Sinker Top Brinton Machine; 1 9-inch Cylinder and Dial Brinton Machine with striper attachment; 1 13-inch Cylinder & Dial Brinton Machine; 2000 Type A Cone Spools for Sipp Winder—**No. 586.**

2 Grosser Shakers—2½ cut—24-inch hand combination Shaker & Cardigan Locks; 1 Grosser Shaker—3 cut—28-inch power double bed; 1 Grosser Shaker—3 cut—16-inch hand combination Shaker and Cardigan locks; 1 Grosser Shaker—4 cut—18-inch power combination shaker and cardigan locks with take-ups; 1 Grosser Shaker—2½ cut—60-inch power single bed body machine; 1 Grosser Shaker—4 cut—54-inch power single bed body machine, also 2½ cut plate for this machine; 2 Grosser Shakers—2½ cut—18-inch power combination Shaker and Cardigan Locks with take-ups—**No. 585.**

Mechanic on Circular Latch Needle Machines, thoroughly familiar with Leighton (including three needle rack), Stafford & Holt and Scott & Williams machines, wants position. Can make own parts if necessary.—**No. 584.**

WANTED

Buttonhole machines—**No. 598.**

Battery of Brinton 9 or 10 cut ribbers ranging in size from 17 to 21 inches—**No. 595.**

National winder Universal coning machine for artificial silk.—**No. 592.**

Mr. F. O. Roesel, 311 George Ave., N. Augusta, South Carolina, wishes to represent a manufacturer in selling a good line of sweaters and bathing suits on a commission basis. He covers the territory in Georgia, South Carolina, North Carolina and Virginia.

TO reach Buyers the Trade Journal offers the most effective medium.

The Journal of *your* trade

is

Sweater News *and* Knitted Outerwear

321 BROADWAY, NEW YORK

338.405
NAT
Commerce R R

National Knitted OUTERwear Association Bulletin

Knitted OUTERwear deserves the preference ©

UNIVERSITY OF ILLINOIS LIBRARY
AUG 9 1922

Number 9 July 30, 1922

ASSOCIATION'S FALL LINES NOW BEING SHOWN—TAKE YOUR PICK

We have a complete assortment of activities from which you can choose. We want to sell some of them to you at a fair price—the price being your cooperation and your making use of the Asscoiation activities today.

Arbitration

Within the last few months this method of settling disputes has been gaining more and more in favor, and there are some very good reasons for this. The last four arbitrations conducted under the auspices of the Association averaged in time 1½ hours each. How does this compare with the delays incident to a trial in court? The expenses of these arbitrations included only a very small sum for stenographer's costs and clerical work. The amounts involved ranged from $3400 to one in which only $14 was involved. But no matter what the amount, arbitration has proven the most equitable means of settling disputes in the trade.

Color Card

Our Fall Color Card "went across" with so much success that we intend to issue a Seasonal Card each Spring and Fall hereafter, as a supplement to our Standard Card of 48 shades. These supplements will show the shades which will give the touch of originality to Fashion as the seasons change, and will be selected by the Color Card Committee working with the Textile Color Card Association of America. These shades are influenced by those chosen by the Millinery and Shoe lines—so that our trade will be working in harmony with the other fashionable lines.

Exchange Service

Have you taken full advantage of this department—which will take off your hands any machinery, yarn, needles, etc. for which you have no present use. Our National Bulletin goes to 500 manufacturers in all parts of the U. S. Your advertisement in this bulletin is bound to reach some interested party. And don't forget—this service costs you nothing. Why not give it a trial?

Standardization of Sizes

Within the last week about twenty firms have written or telephoned the Association asking for standard measurements for bathing suits, sweaters, etc. The Standardization Committee is now working on a questionnaire to be submitted to all members relative to what they consider Standard sizes for the different types of outerwear in the various kinds of cloth. Have you any suggestions to make as to standard sizes needed. Don't hesitate to send in any suggestions.

Complaint Bureau

Don't harbor grudges against the man with whom you've done business. If you have an honest complaint for unjust returns or unfair cancellation—do the right thing by your Industry by telling us about it. In many cases we have been able to adjust claims of this kind to the satisfaction of everyone concerned. In a few instances we have been compelled to file complaints and issue a report to our members.

Fashion Service

Within the next few days, the final word will be in from the other districts, which will help decide whether this Association should have a Fashion Service, with trained experts continually watching European Outerwear tendencies in Paris, Vienna, Deauville, etc.—and reporting on any new tendencies of Fashion. This service will be supplemented by photos taken at these Fashion resorts which will be distributed to our manufacturer. Write in if you have any suggestion to offer along these lines.

Foreign Trade in the U. S.

During the fiscal year ending June 30th, exports from the United States exceeded imports in value by $176,000-000; imports exceeded that of the fiscal year 1921 by 134,000,000; the exports showed a decrease of $2,000,000,000.

An Idea for Our Various Districts

The Eastern Division of the National Knitted OUTERwear Association has recently put special stress on organizing the firms in their Association into distinct groups according to the articles they manufacture or the activities they are interested in.

The work done by these various groups is summarized below and we believe it might be a good idea to organize such groups in each district, from which National groups could later be organized.

GROUP ACTIVITIES OF THE EASTERN DISTRICT

Knitted Neckwear

This group has been lately organized and are stepping right out to put their business on a firm basis. Their first move has been to get in back of the Publicity work of the Association. The next move is to be in cooperation with the Philadelphia knitted neckwear men —and then to get knitted neckwear men in all parts of the United States to cooperate in this movement for better business. At the same time a committee has been chosen to meet with the Executive Board of the Associated Men's Neckwear Industries—to see how they can cooperate in making neckwear week the biggest thing yet in the neckwear industry.

Distributors Group

The Distributors of Knitted OUTERwear got together at a meeting on Tuesday, July 23rd, to discuss how they would support the Publicity Campaign of the Association. The following additional firms signed subscriptions to the Publicity Bureau at this meeting:

VANDEWART CO.
SIDNEY WEINBERG KNITTING MILLS
SHAWMUT KNITTING MILLS
H. & H. KNITTING MILLS
RUBENSTEIN BROTHERS

Many other distributors intend to join this campaign in the near future. This support is what is needed to put Knitted OUTERwear among the leading American industries.

Bathing Suit Group

A meeting of this Group is to be held on Monday, July 30, 1923, in the offices of the Association, at which among other interesting topics, the question of competition of the Knit Underwear Manufacturers will be discussed.

Standardization of Sizes

An inquiry sheet is being prepared to be forwarded to the entire Knitted Outerwear trade in connection with this important matter.

Standard methods of measuring underwear and related problems connected with such merchandise will be discussed soon, at a meeting at the Bureau of Standards, Washington, D. C. by a committee representing the Associated Knit Underwear Manufacturers of America, with committees representing the National Association of Retail Clothiers, the National Wholesale Men's Furnishings Association, The National Retail Dry Goods Association, the National Wholesale Dry Goods Association, who have been invited to participate.

This meeting is being attended by Mr. Emil Zvirin, Secretary of the Association so that we will be informed of the manner in which allied industries are standardizing sizes.

Cash in on Your Cash Payments to the Association

Use our services in:

(1) Collecting accounts.
(2) Arbitrating disputes.
(3) Selling machinery, supplies, etc.

Style Notes

From latest reports the yellow color note is becoming daily more and more prominent.

The sleeveless golf coat still holds its own as the favorite, but rumors are setting in from all parts of the country that the slip-on is due for a Fall revival.

Another color which is still very active is white, especially in combination with some bright shade, such as emerald, scarlet, etc.

The Knitted Cape of all-brushed wool has been quite noticeable recently and it is believed that this type of garment will be popular for Fall wear. Models with a straight scarf collar have been particularly good sellers.

Fall Colors Conservative

There is a feeling that conservative colors will be used for Fall, especially for sweater wear. This is due to the fact that two or three shades of brown and gray are proving big sellers.

Canada Also Falling Into Line

Within the last few weeks there have been quite a few inquiries from various firms in Canada, regarding membership in our assocaition and recently two firms joined. These two firms are the Quigley Knitting Mills and Monarch Knitting Co., Ltd.

Growth of Special Knitted OUTERwear Departments

Through the concentrated efforts of the Knitted OUTERwear Bureau, Department Stores in all parts of the country are opening special Knitted OUTERwear Departments.

The Department Stores in all parts of the country have been addressed by the Knitted OUTERwear Bureau, and shown the advantages of keeping knitted OUTERwear, such as Knitted dresses, sport hats, sweaters etc., concentrated in a single department.

NEW ENGLAND DISTRICT PRESIDENT TALKS ON BUSINESS CONDITIONS

At the last meeting of the New England District Association President Wyner gave a talk on the industrial outlook.

"*It is well for us,*" he said, "*in facing the coming season, to consider the position in which we are now finding ourselves. We in the Knitted OUTERwear Industry must consider industrial problems from two distinct aspects First, insofar as we are affected by the general conditions of the country, and secondly, as we are affected by the growth of our industry itself.*

"*During the past year we have heard a great deal of discussion tending to prove that the country has passed through a period of depression and was about to enter a long period of prosperity. Prices of basic commodities advanced with rapidity, and business began to assume some of the aspects of a boom. All went well until recently the tide of apparent prosperity began to recede. The result has been that we have seen prices of some of the basic commodities decline and many industries are curtailed. .Ordinarily a drop in basic commodity prices brings in its trail a mild financial crises and a severe depression. None of us carry surplus stocks, and all of us have been sailing fairly close to the wind with the anticipation that we would be soon purchasing in a lower market.*

"*The prospects for business this year in my opinion are excellent for manufacturers willing to sell goods in a competitive market. The selling will be keenly competitive, but at close prices there will be considerable business offered.*"

WANTED

Knocks or Boosts!

Have you any suggestion for improving this bulletin?

Do you find the articles published interesting?

Write us about it!

The Assocation Wants Your Ideas

In a recent issue of the Bulletin of our Western District, Mr. H. L. Ashworth asked each member of the Association to write in to the office, on some trade subject with which the member is most familiar.

A few of the subjects suggested and on which he stated he would like to receive articles from readers of the bulletin are as follows:

The Employer's Duty to His Workmen;
Promotion of Workers in a Knitted Mill and Wage Advancements;
Holding Down Fire Insurance Rates in a Knitting Mill;
Safety Devices in a Knitting Mill;
Proper Care of Yarns;
Protection From Moths;
Caring for Waste;
Training Operators;
Proper Light and Ventilation in a Knitting Mill;
Advantages of Piece Work Rates;
Needle Breakage, Causes, Cures;
Idle Machinery.

General Business Situation

The business prospect for the remainder of the year promises to be good in spite of security and commodity prices. There has been some hesitancy in future buying.

The downward trend of prices during the past few months shows a strong resistance to price inflation. According to the National Retail Dry Goods Association, retail sales during June gained 14%. Expansion during this period has been of a conservative character, and if it continues to be so, the difficulties of readjustment to a less active condition will not be felt seriously.

Foreign Note

Mr. Samuel C. Mendelson, President of the Marinette Knitting Mills and his brother, Mr. M. Mendelson, who a short while ago left here for a trip through Europe, are reported as having left Paris for a motor trip through Switzerland and Germany.

FOR SALE

KNITTING MACHINERY:

Dubied, Full automatic, double lock, 5 gg. 50″.

Dubied, Full automatic double lock, 5 fashion sleever.

Grosser, half automatic, double lock, 5 gg. 24″.

Grosser, hand machine, 5 gauge.

SEWING MACHINES:

Union Special (cover) Merrow Seamer.

Tables, shafting, Hangers, Pulleys, Motors.

2-2½ gauge, 5 horse power machines.

3000 paper boxes—**No. 603.**

One 32″ power grosser 2½ gauge knitting machine, shaker locks.

One 28″ Claes & Flentje 3 cut 2½ gauge needle, full automatic power shaker and jumbo locks.

One 25″ 2½ gauge power shaker machine—**No. 600.**

All or any part of 3500 lbs. of size 2/18 high quarter blood worsted yarn (Whitman Spinning) at $1.43 per lb.—**No. 596.**

Entire piece goods plant ready for instant use, capable of making any jersey cloth or worsted fabric. This plant can be bought cheap. It is open for inspection by appointment only by getting in touch with Watkins 8668 by telephone. The machines are now located at 220 W. 19th Street, New York City.

1 40-inch 7 gauge Lamb Power Machine, 8 months old; 1 18-inch 5 gauge Grosser Power; 1 Grosser 16-inch 5 gauge 3 carrier; 1 18-inch 5 gauge C & F long chain attachment—**No. 593.**

24 spindle Lindsay and Hyde winder in first class condition—**No. 591.**

50 lbs. of black zephyr and about 40 lbs. of black coral yarn in first class condition, and at about one-half market price.—**No. 590.**

Two Hoffman Pressing Machines—**No. 589.**

Four Grosser full automatic five gauge machines; three Leighton Jersey machines with nine and eleven cut needle beds and two six gauge Links and Links machines—**No. 588.**

4 Stafford & Holt 18-inch Ribbers; 2 Wildman 16-inch Ribbers—**No. 587.**

1 Universal Cone Winder Style 50, almost new; 1 7-inch Sinker Top Brinton Machine; 1 8-inch Sinker Top Brinton Machine; 1 9-inch Cylinder and Dial Brinton Machine with striper attachment; 1 13-inch Cylinder & Dial Brinton Machine; 2000 Type A Cone Spools for Sipp Winder—**No. 586.**

DO YOU NEED A REPRESENTATIVE?

Resident buyer with Knitted Outerwear following, wants to represent mills who will be willing to give him selling rights on entire output or full selling rights on one particular item of Knitting OUTERwear, selling to jobbing trade—**No. 601.**

TO reach Buyers the Trade Journal offers the most effective medium.

The Journal of *your* trade

is

Sweater News *and* Knitted Outerwear

321 BROADWAY, NEW YORK

Comm R. R.

National Knitted OUTERwear Association Bulletin

deserves the preference ©

1923

Number 10 August 15, 1923

Our Foreign Fashion Service

Just before this bulletin goes to press, a majority of the districts have voted to have a foreign fashion service in connection with the association. A meeting of the Fashion Committee is to be held within the next few days, when full arrangements for the installation of the service will be made.

In this connection, we quote an editorial, appearing in the August issue of Sweater News.

THE *suggestion that the National Knitted Outerwear Association ought to maintain a Fashion Bureau for the benefit of the industry, which has been under consideration for more than two years, will probably be approved. Two of the five district associations have already passed favorably on it. If a third affirmative vote is secured, which seems certain, the bureau will be established at once.*

When the idea was first broached, it met with considerable opposition, but that was largely because its object and probable effect were misunderstood. Manufacturers imagined that the purpose was to multiply style changes, whereas the real object was to stabilize and simplify styles.

"The main problem of the knitted outerwear manufacturer today is to get enough advance business to keep the production schedule steady," the objectors pointed out. "If we are going to encourage more frequent style changes, we shall simply aggravate the situation."

Now, however, it seems to be more generally realized that instead of multiplying style changes, the purpose of the bureau is to reduce them—to decide upon a few basic designs before the opening of each season and keep the style range within stricter limits than have hitherto obtained. With a clearer idea of the real object of the bureau, the original opposition has faded away, and now it looks as if the plan will at least be given a trial.

Whether or not it will prove feasible to limit styles through the establishment of the bureau is more or less problematical, but the experiment is certainly worth making. If the plan accomplish nothing else, it will at least encourage more intensive study of the elements of style, and that ought to prove immensely valuable to the industry. Too little attention has been paid in the past to that phase of the development of the knitted outerwear industry.

We believe, therefore, that the proposed Fashion Bureau ought to be established. If too much is not expected of it, we think it might easily come to be regarded as one of the most useful activities of the National Association.

Raising the Level of Industries

There is being organized in Philadelphia an Association to be known as the Art and Industrial Foundation. This foundation has as its purposes primarily, to improve the application of art to Industry, to develop a higher grade of design and to bring into closer relationship industrial schools of design and manumanufacturers.

Women's Wear states that the purpose of this school is to promote art in the industrial world; to create a higher grade of design in every branch of Industry wherein art is applicable to the products manufactured.

Quick Action by Our Complaint Bureau

In connection with a complaint made by one of our members recently, against a Western concern, charging that they had unjustly cancelled goods, we wrote the Western house the usual letter advising them that it would be necessary to issue a report on them to our members, unless some satisfactory arrangements were made with the complainant.

We shortly thereafter received the following letter from the complaintant, showing that this matter was properly adjusted by the house against which our member complained.

"Replying to your letter of the 24th instant, re above, wish to advise that Mr. ———, a member of this firm, was in to see us. He stated that they had recalled the merchandise from the Express Office, and that such an action would never occur again.

"We will therefore withdraw the complaint."

How Old is Our Industry?

Is it of interest to men in the Knitted OURERwear Industry to know that Knitting is an industry which has been growing through centuries of development? The Daily News Record informs us that the oldest known specimen of a knitted article (knitted cap), was found among relics dating from 1500 B. C.

As early as 1527 there was a guild of knitters in France. As early as 1552 England had knit hose, knitted petticoats and knitted gloves. One of the great improvements in knitting came with the invention of the knitting frame in 1589 by William Lee, an Englishman. The first knitting factory on record was opened in 1656 by Jean Hindret in France.

The progress of knitting machinery since 1775 has been very rapid. In that year Josiah Crane invented the warp knitting machine. In 1798, Decroix, a Frenchman, invented the first tubular knitting machine.

The first power driven flat warp knitting machine appeared in England in 1807, but it was not until 1832 that E. Egberts built the first power knitting machine in the United States. In 1847 the latch needle for knitting machines was invented by an Englishman. In 1885 Count Hilaire de Chardonnet invented the first commercially practical process for making artificial silk, a very important contribution to the growth of our Industry.

One of the newest improvements in knitting machinery was invented in 1920. This invention detects holes in knit goods through an electrical contact principle.

KNIT GOODS IN EUROPE

From Germany reports come to the United States that the Knit Goods Industry is operating at about 50 per cent. of capacity. This is not due to absence of markets or inability to obtain yarn, but is due to the fact that present operations are on a cash basis and many of the firms must, therefore, limit their production capacity.

There is also difficulty with the yarn supply, due partially to the fact that the imports of foreign yarns are prohibited. About one-third of the present knit goods production is exported.

Swiss Knit Goods Exports Decreasing

Some losses are noticed in volume of exports of knit goods from Switzerland to United States, reports stating that this is due to the heavy new tariff.

Woolen knit goods have fallen from 8000 kilograms the first quarter of last year to 1900 kilograms this year. The total amount of knit goods exported to the United States during the first quarter of 1923 was 16,900 kilograms as opposed to 17,200 kilograms last year.

A slight increase is seen in the amount of silk knit goods exported to the United States.

Our Sweaters Superior to German Imports

Mr. G. F. Landman, of Philadelphia, who recently returned from a six weeks trip to Europe is reported as stating that there is no reason here to feel any fear of competition from German manufacturers of Knitted OUTERwear.

He states that American manufacturers are years ahead of the German manufacturers, especially as regards style.

Samples of some American sweaters taken over by Mr. Landman created quite a sensation among German manufacturers who examined them.

Business Review

Production of basic commodities declined slightly during June, but employment has been maintained at a high level. A slight reduction in employment is reported by New England establishments. Wage advances were reported during June, but not as numerous as April and May. Commodity prices declined during June and the first two weeks of July. The stock market was inactive during July. Lessened production in June was accompanied by a reduction of about 1 per cent. in the number of workers employed in New York State factories.

The average weekly earnings in representative factories in New York State were $27.84 in June. Wholesale trade is reported as having decreased about 3 per cent between May and June.

Slip-on Sweater Is Coming Back

The Knitted OUTERwear Bureau is getting behind a movement to push this type of garment and to create a demand for it.

Everywhere style authorities, stores and others are preparing for its comeback.

Reports have been coming in from the West of the revival of the popularity of this type of garment. This revival will help our Industry by aiding the retailer in getting rid of surplus stocks, and, in this way making him more liberal in his Fall purchases.

Use Your Association

Are you making full use of the services offered you by this association? Just to freshen up your memory, we list below a few of the many services which are always at your disposal:

1. *Our Technical Bureau is ready at all times to answer any question connected with Knitted Outerwear.*
2. *Turn over your collections to our Collection Bureau—and watch the quick results.*
3. *Our Exchange Service will help you in selling Supplies, Machinery, etc.*
4. *We can aid you in any Trade dispute through our Arbitration Bureau.*
5. *If you have had any unjust cancellations or returns, report them to us, and let us investigate, and put the blame on the one who is in the wrong.*
6. *Your accounting problems can be turned over to us, with the assurance that you'll get expert advice.*

Pennsylvania District Organizes Building Loan Association

A Building and Loan Association has just been organized by our Pennsylvania District Association. Harry D. Parks, Bernard Steuer, and A. Titleman are the organizers of this new activity.

H. H. Cohen, Secretary of the Pennsylvania District Association is the solicitor for the incorporators.

New Movement in Yarns

The latest thing to strike popular fancy, has been yarn of fancy colors for all types of Knitted OUTERwear, including dresses, scarfs and sweaters.

The Prince of Wales recently appeared on the golf course in a highly colored jagged pattern sweater, of the type which the Fair Isle Natives are rumored to have learned to knit from survivors of the Spanish Armada.

Machine knitted sweaters with highly colored bands of colors running around them are also very popular now.

Saves Members Money by Pool Purchasing

Our Western District established a pool purchasing department to buy stationery for their various members, by which their members save from 20 to 40 per cent.

They inform us that at the present time several of their members are ordering all of their supplies through their office.

We are also told that it is contemplated adding needles to the list of supplies bought on the cooperative basis. This district intends in the near future to start a similar pool purchasing department.

The Western District is also interesting itself in the standardization of sweater boxes, which has not been prominent among the activities of the National Association recently.

In this work they are having the assistance of the Fabricated Production Department of the United States Chamber of Commerce.

The latter department recently stated that such standardization is possible if the manufacturers will cooperate. Recently the Bureau of Standards completed their work in connection with standardizing boxes for packing hosiery, and it is reported that this latter standardization resulted in reducing the cost of boxing to a very considerable extent.

Secretary to Attend Summer Session of School for Commercial and Trade Executives

At a meeting of the Board of Directors, held Wednesday, Aug. 8, it was decided to have Mr. Emil Zvirin, the National Secretary, attend the School Session for Trade Executives to be held at Northwestern University, August 19 to Sept. 1.

The intensive course at this school includes the following subjects:

What is a Trade Association?

Consideration of the form of organization; various types of trade associations; how organized; constitution and by-laws. Character of organization determined by nature of industry.

Function and Activity.

What does a trade association do and how does it do it? Plans of work and methods of operation.

Economic Research.

Trade association as a bureau of economic research; what this service consists of; how it can best be rendered; purpose; what information covered; how ascertained; how used.

Graphic Presentation.

Graphic presentation of facts; methods of presenting information that command attention and are clear and conclusive. Application of statistics to business cycles

Credit Service.

Credit service by a trade association. How this important service may best be conducted. Consideration of methods and results. Collection service; when and where advisable.

Publicity.

Publicity by a trade association. Objects; methods; relations with public. Co-operative advertising and creation of markets.

Transportation Service.

Transportation service of a trade association. Rate structure with reference to commodity movements; car supply; priorities; classifications; hearings. Legislation affecting transportation service.

FOR SALE

KNITTING MACHINERY:

Dubied, Full automatic, double lock, 5 gg. 50″.

Dubied, Full automatic double lock, 5 fashion sleever.

Grosser, half automatic, double lock, 5 gg. 24″.

Grosser, hand machine, 5 gauge.

Union Special (cover) Merrow Seamer Sewing Machine.

Tables, shafting, Hangers, Pulleys, Motors.

2-2½ gauge, 5 horse power machines.

3000 paper boxes—**No. 603.**

One 32″ power grosser 2½ gauge knitting machine, shaker locks.

One 28″ Claes & Flentje 3 cut 2½ gauge needle, full automatic power shaker and jumbo locks.

One 25″ 2½ gauge power shaker machine—**No. 600.**

All or any part of 3500 lbs. of size 2/18 high quarter blood worsted yarn (Whitman Spinning) at $1.43 per lb.—**No. 596.**

Entire piece goods plant ready for instant use, capable of making any jersey cloth or worsted fabric. This plant can be bought cheap. It is open for inspection by appointment only by getting in touch with Watkins 8668 by telephone. The machines are now located at 220 W. 19th Street, New York City.

1 40-inch 7 gauge Lamb Power Machine, 8 months old; 1 18-inch 5 gauge Grosser Power; 1 Grosser 16-inch 5 gauge 3 carrier; 1 18-inch 5 gauge C & F long chain attachment—**No. 593.**

24 spindle Lindsay and Hyde winder in first class condition—**No. 591.**

50 lbs. of black zephyr and about 40 lbs. of black coral yarn in first class condition, and at about one-half market price.—**No. 590.**

Two Hoffman Pressing Machines—**No. 589.**

Four Grosser full automatic five gauge machines; three Leighton Jersey machines with nine and eleven cut needle beds and two six gauge Links and Links machines—**No. 588.**

4 Stafford & Holt 18-inch Ribbers; 2 Wildman 16-inch Ribbers—**No. 587.**

1 Universal Cone Winder Style 50, almost new; 1 7-inch Sinker Top Brinton Machine; 1 8-inch Sinker Top Brinton Machine; 1 9-inch Cylinder and Dial Brinton Machine with striper attachment; 1 13-inch Cylinder & Dial Brinton Machine; 2000 Type A Cone Spools for Sipp Winder—**No. 586.**

DO YOU NEED A REPRESENTATIVE?

Resident buyer with Knitted Outerwear following, wants to represent mills who will be willing to give him selling rights on entire output or full selling rights on one particular item of Knitting OUTERwear, selling to jobbing trade—**No. 601.**

TO reach Buyers the Trade Journal offers the most effective medium.

The Journal of *your* trade

is

Sweater News *and* Knitted Outerwear

321 BROADWAY, NEW YORK

338.405
NAT

National Knitted OUTERwear Association

Knitted OUTERwear deserves the preference

Bulletin

UNIVERSITY OF ILLINOIS LIBRARY
SEP 26 1923

Number 12

September 17, 1923

Annual Convention to be Held at Cleveland

A definite date has been set for the 1923 Annual Convention of the National Knitted OUTERwear Association. It is to be held November 1, 2 and 3, at Cleveland. Details of the program will be communicated to all members as arranged, and we feel every member should be present at this convention to meet his co-workers in the Industry who will gather from all parts of the country to discuss trade matters. The convention is the most opportune time and place to present any ideas for the benefit of our Industry. Are you making arrangements to attend?

A Movement to Better Relations Between Manufacturer, Wholesaler and Retailer

The Joint Committee on Trade Relations has started a movement which should be enthusiastically supported by all our members. They recently had a survey made by Dr. O. E. Klingaman of the reasons for misunderstandings between manufacturers, wholesalers and retailers. With this survey as a basis a conference has been called of representatives of these three branches of Industry for a discussion on Trade Relations.

This conference will be held on Wednesday, Sept. 19, 1923, in the Great Hall of the New York Chamber of Commerce, New York City. Five official representatives of the National Knitted OUTERwear Association will attend this conference, and we feel sure that this open discussion of problems will have far reaching results, which will be lastingly beneficial to the trade.

Do You Want to Export Outerwear to South America?

At the request of this Association the Department of Commerce has just completed a full report on the field for Knitted Outerwear in South America. This report includes rates of duty, terms governing the sale of goods, principal foreign competition to be met, local production, etc. Are you interested? Write us

President Coolidge on American Business

Mr. Coolidge in an address before the Amherst College Alumni Association, speaks of American business men as follows:

> *"I agree that the measure of success is not merchandise but character. But I do criticise those sentiments, held in all too respectable quarters, that our economic system is fundamentally wrong, that commerce is only selfishness, and that our citizens, holding the hope of what America means, are living in industrial slavery....the man who builds a factory builds a temple....the man who works there worships there, and to each is due, not scorn and blame, but reverence and praise."*

Knitted Neckwear Activities

At a recent meeting of the Knitted Neckwear Manufacturers of the Eastern District, it was decided to conduct a campaign to boost sales of Knitted Neckwear during Neckwear Week. Nat C. Wildman, who is in charge of the Wildman Advertising Agency, has worked out a plan for this group, which will be followed in an endeavor to create a more active demand for knitted neckties.

The Knitted Neckwear Manufacturers Association of Philadelphia has co-operated with their colleagues in New York and have affiliated themselves with the National Knitted OUTERwear Association.

Knitted Outerwear Bureau to Have Booth at Chicago Exposition

The Wildman Advertising Agency has arranged for a booth at the annual convention of the National Association of Retail Clothiers, in Chicago, September 24th to 29th.

This exhibit will be devoted to showing retailers how our advertising campaign is helping them in their sales of Knitted OUTERwear.

The Most Important Item in Your Business

It may safely be said that the figuring of costs is the most important factor in determining whether or not business is successful.

In an editorial commenting on this matter, Sweater News says as follows:

"The manufacturer who sells below cost is an economic leper. While he is doomed to an early demise, he works untold harm while he lives. His unwarranted prices disturb the market, destroy confidence in values and inevitably encourage deterioration of quality thereby hurting not only himself, his fellow manufacturers, and the distributors but the consumer as well. Strange as it may seem, the practice of ruinous price-cutting eventually increases prices, because it involves an economic waste for which somebody must ultimately pay."

Mr. Herbert Hoover, Secretary of Commerce, has the following to say about this important subject:

"Goods must be sold at a profit or industry and commerce will not survive. Truly remarkable were the findings of Government agencies in the war years regarding the knowledge and understanding of costs in production and distribution. Losses often were confused with profits, all for the lack of knowledge of the fundamentals of cost accounting. So today the trade association is proving itself the most potent organized influence in the study of costs in industry and trade. Standard costs systems applicable to the peculiar conditions are being developed within each business group. All tend to more scientific knowledge of business and ultimately lowered costs."

Sweater News further states that it seems very strange to them that the Federal Trade Commission has filed a complaint against the United Typothetae, an organization of printers, which has been very successful in promulgating the standard cost system among its members.

The Federal Trade Commission claims that the adoption of a uniform cost system by an Industry tends to fix prices.

"This seems to us to be a rather forced interpretation of the laws against restraint of trade, but if it be sound it is high time the law were changed. Teaching a manufacturer to find out what his product costs him and impressing upon him the importance of realizing a profit on his output may, it is true, result in raising the price of his particular product if he has been previously selling it too cheap, but, according to Secretary Hoover, in the long run standard cost systems mean ultimately lowered costs."

No doubt the Federal Trade Commission's charge against the printers' organization will be taken to the courts and, eventually, we shall have the U. S. Supreme Court's final decision upon the points involved.

Management is more and more coming to realize that the cost control feature of cost accounting is by far its most important function. Not satisfied with the mere knowledge that a certain manufactured part or product costs so much the present-day manager wants to know why it costs that particular figure, whether or not it could have been produced at a lower cost, and if not why not.

Business Activities

Reports from our Eastern District members as to the outlook for the business for the next few months all say that business is on the rise—and that there is only one trouble—the manufacturers can't turn out goods fast enough for the daily increasing demand for all types of Knitted OUTERwear.

Brushed wool costumes especially are popular in Fall garments in the Eastern District, knitted suits as well as sweaters being made of this material.

Elimination of Trade Abuses

So successful has the work of the Association been in stopping unwarranted cancellation and unfair returns that this activity of the Association is becoming one of the most important features of its work. For the information of these members who have not yet had reason for turning in to us any complaints of this kind, a full report on the action of the Association in cases of this kind is contained in our booklet, "The Elimination of Trade Abuses in the Knitted OUTERwear Industry."

Results from our Collection Bureau

We recently received ten collection items from one of our member mills. After they had received the usual attention of this Bureau we received the following letter:

> *"Enclosed please find check for items collected by you as follows:*
>
> . . . . . .
>
> *"We wish to thank you for your wonderful effort and success in collecting the above amounts. We trust you will meet with the same measure of success in all of your other efforts."*

Have you availed yourself of this service of the Association? Rates are nominal.

Labor Conditions in the United States

According to a report issued by the United States Department of Labor, summarizing employment conditions in the United States, July 31, 1923, general labor conditions seem to be in a much more satisfactory state at present than in the past year.

In New York, operation in basic industries have lessened, slightly due to vacations and other seasonal causes. However, fewer workmen are leaving mills and plants for outdoor work and the recent influx of immigration has increased the number of unskilled workmen available.

In Massachusetts practically all plants are operating but with reduced forces and working hours. Shortage of mechanics is felt in the metal trades.

Pennsylvania reports that the midsummer period of dullness in the steel industry has lessened the severity of the labor shortage in many mills and has eased employment conditions in other lines.

In Illinois there has been a gradual increase of workers in practically all factories and the general outlook according to several of the largest plants is that there is no let up in the employment anticipated for some months to come.

Wisconsin states that generally all classes of workers are employed and the majority of industries are running full time.

Outerwear Advertising Campaign Reaches Philippine Islands

It is very interesting to note that in connection with a photo of a sweater appearing in Men's Wear, and furnished by the Knitted OUTERwear Bureau, a letter has been received from a prominent firm in Manila, enclosing an order for the type of sweater shown in the photo.

The letter was addressed to Men's Wear and reads in part as follows:

> *"Enclosed is a page from your May 9th issue on which appears an illustration of a knitted fabric sport coat which has attracted much our attention. We are therefore requesting you to mail this trial order to the establishment which handles this kind of knitted fabric sport coat' just exactly as specified in the enclosed page."*

Fashion Service

At a meeting of the Fashion Committee of our Association, definite arrangement were made to furnish our members with a Foreign Fashion Service, as four of our five districts had voted in favor of establishing this service.

It is intended to obtain photos and models from Europe, showing the latest fashion trends, and furnish the same to members periodically with the recommendation of the Committee. Further details of this service will be communicated to our members through this Bulletin.

Do You Want a Foreign Representative.

Manufacturers' representatives at Manila, P. I., are looking for a line of Knitted OUTERwear to be sold in territories they cover, viz., Japan, Philipine Islands, Manchuria, China, Indo-China, Straits Settlements, Federated Malay States, Dutch East Indies, Burma, Ceylon and India.

This concern sells strictly on a commercial basis and are satisfied with the same commission that the house pays its domestic salesmen. They have been operating for the past eleven years and claim to have a fine selling organization and a good following.

For further information, write the Secretary, 347 Fifth Avenue, New York City.

WANTED

56″ McCreery Brushing Machine.—**No. 615.**

Raschel Knitting Mechanic.—**No. 614.**

Finishing done on Ladies' sweaters. Has about 100 doz. to 150 doz. weekly.—**No. 613.**

Winding on tubes.—**No. 612.**

8 Gauge Double Lock Dubied or Grosser machines.—**No. 611.**

Warper.—**No. 610.**

Brushing Machine size from 36″ to 56″.—**No. 609.**

4 Stafford & Holt, 18″ Ribbers. 2 Wildman 16″ Ribbers.—**No. 608.**

40″ 7 gauge jat power mechanic.—**No. 606.**

Jacquard circular knitting machine.—**No. 605.**

Winding machine for raschel work.—**No. 604.**

FOR SALE

KNITTING MACHINERY:

Dubied, Full automatic, double lock, 5 gg. 50″.

Dubied, Full automatic double lock, 5 fashion sleever.

Grosser, half automatic, double lock, 5 gg. 24″.

Grosser, hand machine, 5 gauge.

Union Special (cover) Merrow Seamer Sewing Machine.

Tables, shafting, Hangers, Pulleys, Motors.

2-2½ gauge, 5 horse power machines.

3000 paper boxes—**No. 603.**

One 32″ power grosser 2½ gauge knitting machine, shaker locks.

One 28″ Claes & Flentje 3 cut 2½ gauge needle, full automatic power shaker and jumbo locks.

One 25″ 2½ gauge power shaker machine—**No. 600.**

All or any part of 3500 lbs. of size 2/18 high quarter blood worsted yarn (Whitman Spinning) at $1.43 per lb.—**No. 596.**

Entire piece goods plant ready for instant use, capable of making any jersey cloth or worsted fabric. This plant can be bought cheap. It is open for inspection by appointment only by getting in touch with Watkins 8668 by telephone. The machines are now located at 220 W. 19th Street, New York City.

1 40-inch 7 gauge Lamb Power Machine, 8 months old; 1 18-inch 5 gauge Grosser Power; 1 Grosser 16-inch 5 gauge 3 carrier; 1 18-inch 5 gauge C & F long chain attachment—**No. 593.**

24 spindle Lindsay and Hyde winder in first class condition—**No. 591.**

50 lbs. of black zephyr and about 40 lbs. of black coral yarn in first class condition, and at about one-half market price.—**No. 590.**

One 7 cut, 18 Claes & Flenje full automatic machine Robaczynski attachment.

One 7 cut, 32″ hand machine without stand.

One 5 cut, 24″ semi-automatic Claes & Flenje, without Robaczynski attachment.

One 2½ cut, 18″, Claes & Flenje hand shaker machine.

One 2½ cut, 32″, Claes & Flenje power machine jumbo stick.

One 2½ cut, 60″, single bed, Claes & Flenje shaker machine.

One 2½ cut, 20″, semi-automatic machine.—**No. 617.**

Silk mill, 5,000 spindle capacity.—**No. 616.**

One 24 twelve gauge double lock Grosser Hand Machine and one 24″ five gauge hand machine.—**No. 607.**

TO reach Buyers the Trade Journal offers the most effective medium.

The Journal of *your* trade

is

Sweater News *and* Knitted Outerwear

321 BROADWAY, NEW YORK

338.405
NAT

JAN 19 1925

NATIONAL KNITTED OUTERWEAR BULLETIN

Published by
NATIONAL
KNITTED OUTERWEAR
ASSOCIATION

Edited by
EMIL ZVIRIN, Secretary
347 Fifth Avenue
New York City

Number 14

October 13, 1923

"THE BIGGEST YET"

Annual Convention of National Knitted Outerwear Association November 1st, 2nd, 3rd, 1923

All the interests of the Knitted OUTERwear industry will center on Cleveland, on November 1st, 2nd and 3rd, 1923, as these are the dates chosen for this year's annual gathering of merchants from all parts of the United States to discuss the latest phases of the Knitted OUTERwear industry.

There are unlimited reasons why you should attend the Convention. There are opportunities there for you which you cannot get or buy in any other way than by your attendance. Speakers who know intimately each big problem in the industry will address you. There will be open debates of the big problems of the industry. The biggest benefit you can take away from this convention is to come and learn for yourself the solutions of the problems you are facing today.

It has been shown that it is just as important for the manufacturer to know his fellow-manufacturers as to know his buyers. This is the biggest opportunity of the year to renew acquaintances with old friends and make new acquaintances in your line.

There is something about a convention of this kind which sends the ones who attend it away with a new interest and faith in their business. So make up your mind today that you'll come and enjoy this biggest of all Knitted OUTERwear conventions.

New Directory to Be Issued Soon

A new directory, listing all members of the National Knitted OUTERwear Association, is planned to be issued in the near future.

If any members have any suggestions as to new data to be included in these directories, please let the National office hear from you without delay.

New Spring 1924 Color Card in Process of Completion

The Color Card Committee, with the co-operation of the Textile Color Card Association of America, is preparing a new Spring Color Card, which will show the shades most popular for Spring wear. The shades have been carefully selected after due consideration having been given to shades already selected by the millinery, hosiery and other trades.

THE LIBRARY OF THE
JAN 21 1925
UNIVERSITY OF ILLINOIS

Particularly interesting is the emphasis placed on brilliant shades for Spring wear. The shade called "Springtime," is a very colorful one. The Chinese yellow is a vivid shade, delightful to the eye. Other colors included on this card are Empire Blue, Fleur de Lys, Apple Green, Chinese Red, Zinc, Ching, Lanat, Tenapin, Mexico and Mandalay.

Send us your order today, and we will see that a card is sent you the day we get them.

Exclusive Knitted OUTERwear Department Urged

The Knitted OUTERwear Bureau has recently concentrated its advertising campaign on a series of advertisements, urging the establishment of exclusive Knitted OUTERwear departments in stores handling our products.

They state that in an exclusive Knitted OUTERwear department every sweater sold can, with very little effort on the part of the sales person, be supplemented by the sale of a scarf, or a knitted hat to match, or perhaps even by a jacket or bathing suit.

Mr. H. H. Cohen, secretary of the Pennsylvania Division of the Knitted OUTERwear Manufacturers Association, is reported as being about again after having been operated on for appendicitis.

How should cancellations and returns be handled? How are you handling them? There isn't a day this question doesn't come up. This is one of the important questions to be taken up at the Convention.

Are you a sweater manufacturer, or a manufacturer of bathing suits, or of knitted fabrics? The Convention is where you'll meet all the biggest men in your own line—and where you can get the newest ideas on these lines.

Are You Having Sample Books Made Up?

The Association has just completed arrangements whereby sample books for members of this Association can be obtained at a special discount.

Please advise the Association if you are contemplating having such books made up, so that they can quote these special prices to you.

A New Association Service

Have you any freight claims, lost or damaged shipments, etc., which you are having difficulty in collecting? Through a new service arrangement by the Association, these claims can be collected at a great saving to you. These arrangements are being made through a large corporation, which specializes in handling claims of this kind. Arrangements are made to present your claims in the quickest and most efficient way, so that no time is lost in settling them. Get in touch with us, and let us quote our rates for handling these claims. No charge is made unless we succeed in collecting for you.

How to Lubricate Your Machinery

The Texas Company of 17 Battery Place New York City in a recent issue of their magazine, "Lubrication," has an interesting article on how knitting machinery should be lubricated. This article treats especially the following factors in machine lubrication:

1—Power losses.
2—Machine friction losses.
3—Machinery strain losses.
4—Replacement losses.
5—Rate of production.
6—Repair expenses.

Write the above company for a copy.

Why We Need Statistics

One answer to a question sometimes asked: "Why do we need statistical information regarding our industry?" is the following letter from the Department of Commerce:

> "At the request of Mr. Irving S. Paul, Chief of the Domestic Commerce Division, I am writing for the following information concerning your Association and your industry:
>
> 1. Total membership of your Association.
> 2. Total number of employees of your members (approximately).
> 3. Total number of establishments operated by your members.
> 4. Estimated total number of employees engaged in your industry.
> 5. Estimated total number of establishments in your industry.
>   (a) manufacturing
>   (b) wholesale
>   (c) retail
>
> Note: Multiple establishments under unit ownership should be considered in their multiple capacity.

With the exception of the figures of the Census of Manufacturers we know of no adequate statistics that are available, so we are asking the estimates of the Association secretaries whom we feel would be most likely to have a sound basis of their figures. **From the data received, we will attempt to picture the importance** of your industry in the commerce of **the country.**

Eastern District Cost Committee Organized

At a recent meeting of the Eastern District of the National Knitted OUTERwear Association, a Cost Accounting Committee was organized under the chairmanship of Mr. Stephen Gordon, which committee will take upon itself the answering of any cost accounting questions of members of that district. This committee will work for the establishment of a uniform system of cost accounting throughout the Eastern District.

Members present at this meeting also voted unanimously to put this district association on record as endorsing the figuring of overhead on the basis of productive labor costs.

OUTERwear Outing Results in Five Million Dollar Corporation

The Knitted OUTERwear Manufacturers' Building and Loan Association, which was incorporated in Harrisburg, Penn., recently, came into being at an outing on the Delaware, held last Spring, by Knitted OUTERwear Manufacturers of our Pennsylvania district.

The capital will be $5,000,000.

This association will not be a part of the organization of the Pennsylvania group of the Knitted OUTERwear Manufacturers' Association, but will be a separate and distinct association.

Pennsylvania Division Plans Organization of Groups

At the last meeting of our Pennsylvania District Association, it was decided to look into the formation of local bathing suit and knitted cloth manufacturers' groups, such as have already been formed in the Eastern District.

The publication of a small monthly bulletin, as the official organ of the Pennsylvania District Association, has been authorized, to keep all active and associate members fully advised of the organization's activities.

Western District to Hold Annual Meeting in December

Mr. H. L. Ashworth, business manager of our Western district, has announced that the annual meeting of the Western district will be held at the Hotel Pfister in Milwaukee on Thursday, Friday and Saturday, December 6th, 7th and 8th, 1923.

Work has already been started on the program, and an announcement of the features which will make it distinctive, will be made within the next few weeks.

General Knitted OUTERwear Situation

Our Western District reports a noticeable improvement among manufacturers in the demand for Knitted OUTERwear, during the past two or three weeks.

All their mills have been working full capacity during these past few weeks, and most manufacturers predict good business for the remainder of the year. The demand for brushed goods is much greater than can be met by the western manufacturers at present.

The Cleveland District reports very good business on brushed, staple and general fancy knitted wear. Most of the factories are working both day and night, and the manufacturers feel very good about conditions for both the present and the future.

In New England the jobbers are operating for immediate delivery goods; the only difficulty seems to lie in the fact that they cannot get goods fast enough for the present demand. Shaker sweater business is running full and most manufacturers admit that they are running slightly behind on deliveries of Fall orders.

In the Eastern District practically all manufacturers report a very good demand, and many of them are working overtime. Brushed wool goods are by far the most popular here as in the other districts. The unprecedented demand for this type of garment has caused prices to advance. Jobbers here report a shortage on every type of brushed wool garments.

Business Outlook

"There has been no pronounced change in the general outlook of business during the last few weeks," says the National City Bank of New York. "Retail business continues good throughout the whole country, and mail order houses are also reported as doing well."

The wholesalers are holding back a little on purchases, restricting them to immediate needs, but there is little of the uncertain feeling felt this Spring in business.

The woolen industry has had a good business in Fall lines. The American Woolen Company opened its lines of next Spring goods with prices averaging about 11 per cent over those of the previous Spring season.

Employment is well maintained throughout the industry but wage increases are not being made.

The low state of merchandise stocks in general indicates continued industrial activity.

Knitted OUTERwear on the Stage

Our New England District informs us that at their next meeting, which will be held at the Boston City Club, on October 16th, 1923, a sketch, written by Mr. Carlton Allen of the Irving Worsted Company, will be presented as a travesty on the present knitting situation in New England.

FOR SALE

3 Universal Coners—**No. 625.**

One 7 cut, 18 Claes & Flenje full automatic machine Robaczynski attachment.

One 7 cut, 32″ hand machine without stand.

One 5 cut, 24″ semi-automatic Claes & Flenje, without Robaczynski attachment.

One 2½ cut, 18″, Claes & Flenje hand shaker machine.

One 2½ cut, 32″ , Claes & Flenje power machine jumbo stick.

One 2½ cut, 60,″ single bed, Claes & Flenje shaker machine.

One 2½ cut, 20″, semi-automatic machine—**No. 617.**

Silk mill, 5,000 spindle capacity—**No. 616.**

One 24 twelve gauge double lock Grosser Hand Machine and one 24″ five gauge hand machine—**No. 607.**

One seventeen gauge Raschel Machine—**No. 620.**

No. 18 Lindley Raschel Machine, together with plush attachment for the same—**No. 619.**

The Regina Knitting Mills, 223 West Jackson Blvd., Chicago, are interested in buying anything in novelty knit goods. Get in touch with them if you want to sell anything in their district. They state that they are rated in Dun's or Bradstreet's.

WANTED

Manager for Western Mills. Must be man with ability, who can take over sales and manufacture. Would prefer someone to buy some stock in the Company.

56″ McCreery Brushing Machine—**No. 615.**

Raschel Knitting Mechanic—**No. 614.**

Finishing done on Ladies' sweaters. Has about 100 doz. to 150 doz. weekly—**No. 613.**

Winding on tubes—**No. 612.**

8 Gauge Double Lock Dubied or Grosser machines—**No. 611.**

Warper—**No. 610.**

Brushing Machine, size from 36″ to 56″—**No. 609.**

4 Stafford & Holt, 18″ Ribbers. 2 Wildman 16″ Ribbers—**No. 608.**

40″ 7 gauge jat power mechanic—**No. 606.**

Jacquard circular knitting machine—**No. 605.**

One Sipp Winding Machine.

One Warp Mill—Eastwood or Altemus.

One Hoffman Finishing Machine.

Also 5,000 silk fibre head spools—**No. 623.**

7 or 8 gauge machine—**No. 618.**

TO reach Buyers the Trade Journal offers the most effective medium.

The Journal of *your* trade

is

Sweater News *and* Knitted Outerwear

321 BROADWAY, NEW YORK

338.405
NAT

Commerce R.R.

dup

NATIONAL KNITTED OUTERWEAR BULLETIN

Published by
NATIONAL
KNITTED OUTERWEAR
ASSOCIATION

Edited by
EMIL ZVIRIN, Secretary
347 Fifth Avenue
New York City

THE LIBRARY OF THE
OCT 19 1923
UNIVERSITY OF ILLINOIS

Number 14 October 13, 1923

"THE BIGGEST YET"

Annual Convention of National Knitted Outerwear Association November 1st, 2nd, 3rd, 1923

All the interests of the Knitted OUTERwear industry will center on Cleveland, on November 1st, 2nd and 3rd, 1923, as these are the dates chosen for this year's annual gathering of merchants from all parts of the United States to discuss the latest phases of the Knitted OUTERwear industry.

There are unlimited reasons why you should attend the Convention. There are opportunities there for you which you cannot get or buy in any other way than by your attendance. Speakers who know intimately each big problem in the industry will address you. There will be open debates of the big problems of the industry. The biggest benefit you can take away from this convention is to come and learn for yourself the solutions of the problems you are facing today.

It has been shown that it is just as important for the manufacturer to know his fellow-manufacturers as to know his buyers. This is the biggest opportunity of the year to renew acquaintances with old friends and make new acquaintances in your line.

There is something about a convention of this kind which sends the ones who attend it away with a new interest and faith in their business. So make up your mind today that you'll come and enjoy this biggest of all Knitted OUTERwear conventions.

New Directory to Be Issued Soon

A new directory, listing all members of the National Knitted OUTERwear Association, is planned to be issued in the near future.

If any members have any suggestions as to new data to be included in these directories, please let the National office hear from you without delay.

New Spring 1924 Color Card in Process of Completion

The Color Card Committee, with the co-operation of the Textile Color Card Association of America, is preparing a new Spring Color Card, which will show the shades most popular for Spring wear. The shades have been carefully selected, after due consideration having been given to shades already selected by the millinery, hosiery and other trades.

Particularly interesting is the emphasis placed on brilliant shades for Spring wear. The shade called "Springtime," is a very colorful one. The Chinese yellow is a vivid shade, delightful to the eye. Other colors included on this card are Empire Blue, Fleur de Lys, Apple Green, Chinese Red, Zinc, Ching, Lanat, Tenapin, Mexico and Mandalay.

Send us your order today, and we will see that a card is sent you the day we get them.

Exclusive Knitted OUTERwear Department Urged

The Knitted OUTERwear Bureau has recently concentrated its advertising campaign on a series of advertisements, urging the establishment of exclusive Knitted OUTERwear departments in stores handling our products.

They state that in an exclusive Knitted OUTERwear department every sweater sold can, with very little effort on the part of the sales person, be supplemented by the sale of a scarf, or a knitted hat to match, or perhaps even by a jacket or bathing suit.

Mr. H. H. Cohen, secretary of the Pennsylvania Division of the Knitted OUTERwear Manufacturers Association, is reported as being about again after having been operated on for appendicitis.

How should cancellations and returns be handled? How are you handling them? There isn't a day this question doesn't come up. This is one of the important questions to be taken up at the Convention.

Are you a sweater manufacturer, or a manufacturer of bathing suits, or of knitted fabrics? The Convention is where you'll meet all the biggest men in your own line—and where you can get the newest ideas on these lines.

Are You Having Sample Books Made Up?

The Association has just completed arrangements whereby sample books for members of this Association can be obtained at a special discount.

Please advise the Association if you are contemplating having such books made up, so that they can quote these special prices to you.

A New Association Service

Have you any freight claims, lost or damaged shipments, etc., which you are having difficulty in collecting? Through a new service arrangement by the Association, these claims can be collected at a great saving to you. These arrangements are being made through a large corporation, which specializes in handling claims of this kind. Arrangements are made to present your claims in the quickest and most efficient way, so that no time is lost in settling them. Get in touch with us, and let us quote our rates for handling these claims. No charge is made unless we succeed in collecting for you.

How to Lubricate Your Machinery

The Texas Company of 17 Battery Place New York City in a recent issue of their magazine, "Lubrication," has an interesting article on how knitting machinery should be lubricated. This article treats especially the following factors in machine lubrication:

1—Power losses.
2—Machine friction losses.
3—Machinery strain losses.
4—Replacement losses.
5—Rate of production.
6—Repair expenses.

Write the above company for a copy.

Why We Need Statistics

One answer to a question sometimes asked: "Why do we need statistical information regarding our industry?" is the following letter from the Department of Commerce:

> "At the request of Mr. Irving S. Paul, Chief of the Domestic Commerce Division, I am writing for the following information concerning your Association and your industry:
>
> 1. Total membership of your Association.
> 2. Total number of employees of your members (approximately).
> 3. Total number of establishments operated by your members.
> 4. Estimated total number of employees engaged in your industry.
> 5. Estimated total number of establishments in your industry.
>   (a) manufacturing
>   (b) wholesale
>   (c) retail
>
> Note; Multiple establishments under unit ownership should be considered in their multiple capacity.

With the exception of the figures of the Census of Manufacturers we know of no adequate statistics that are available, so we are asking the estimates of the Association secretaries whom we feel would be most likely to have a sound basis of their figures. **From the data received, we will attempt to picture the importance** of your industry in the commerce of **the country.**

Eastern District Cost Committee Organized

At a recent meeting of the Eastern District of the National Knitted OUTERwear Association, a Cost Accounting Committee was organized under the chairmanship of Mr. Stephen Gordon, which committee will take upon itself the answering of any cost accounting questions of members of that district. This committee will work for the establishment of a uniform system of cost accounting throughout the Eastern District.

Members present at this meeting also voted unanimously to put this district association on record as endorsing the figuring of overhead on the basis of productive labor costs.

OUTERwear Outing Results in Five Million Dollar Corporation

The Knitted OUTERwear Manufacturers' Building and Loan Association, which was incorporated in Harrisburg, Penn., recently, came into being at an outing on the Delaware, held last Spring, by Knitted OUTERwear Manufacturers of our Pennsylvania district.

The capital will be $5,000,000.

This association will not be a part of the organization of the Pennsylvania group of the Knitted OUTERwear Manufacturers' Association, but will be a separate and distinct association.

Pennsylvania Division Plans Organization of Groups

At the last meeting of our Pennsylvania District Association, it was decided to look into the formation of local bathing suit and knitted cloth manufacturers' groups, such as have already been formed in the Eastern District.

The publication of a small monthly bulletin, as the official organ of the Pennsylvania District Association, has been authorized, to keep all active and associate members fully advised of the organization's activities.

Western District to Hold Annual Meeting in December

Mr. H. L. Ashworth, business manager of our Western district, has announced that the annual meeting of the Western district will be held at the Hotel Pfister in Milwaukee on Thursday, Friday and Saturday, December 6th, 7th and 8th, 1923.

Work has already been started on the program, and an announcement of the features which will make it distinctive, will be made within the next few weeks.

General Knitted OUTERwear Situation

Our Western District reports a noticeable improvement among manufacturers in the demand for Knitted OUTERwear, during the past two or three weeks.

All their mills have been working full capacity during these past few weeks, and most manufacturers predict good business for the remainder of the year. The demand for brushed goods is much greater than can be met by the western manufacturers at present.

The Cleveland District reports very good business on brushed, staple and general fancy knitted wear. Most of the factories are working both day and night, and the manufacturers feel very good about conditions for both the present and the future.

In New England the jobbers are operating for immediate delivery goods; the only difficulty seems to lie in the fact that they cannot get goods fast enough for the present demand. Shaker sweater business is running full and most manufacturers admit that they are running slightly behind on deliveries of Fall orders.

In the Eastern District practically all manufacturers report a very good demand, and many of them are working overtime. Brushed wool goods are by far the most popular here as in the other districts. The unprecedented demand for this type of garment has caused prices to advance. Jobbers here report a shortage on every type of brushed wool garments.

Business Outlook

"There has been no pronounced change in the general outlook of business during the last few weeks," says the National City Bank of New York. "Retail business continues good throughout the whole country, and mail order houses are also reported as doing well."

The wholesalers are holding back a little on purchases, restricting them to immediate needs, but there is little of the uncertain feeling felt this Spring in business.

The woolen industry has had a good business in Fall lines. The American Woolen Company opened its lines of next Spring goods with prices averaging about 11 per cent over those of the previous Spring season.

Employment is well maintained throughout the industry but wage increases are not being made.

The low state of merchandise stocks in general indicates continued industrial activity.

Knitted OUTERwear on the Stage

Our New England District informs us that at their next meeting, which will be held at the Boston City Club, on October 16th, 1923, a sketch, written by Mr. Carlton Allen of the Irving Worsted Company, will be presented as a travesty on the present knitting situation in New England.

FOR SALE

3 Universal Coners—**No. 625.**

One 7 cut, 18 Claes & Flenje full automatic machine Robaczynski attachment.

One 7 cut, 32″ hand machine without stand.

One 5 cut, 24″ semi-automatic Claes & Flenje, without Robaczynski attachment.

One 2½ cut, 18″, Claes & Flenje hand shaker machine.

One 2½ cut, 32″ , Claes & Flenje power machine jumbo stick.

One 2½ cut, 60,″ single bed, Claes & Flenje shaker machine.

One 2½ cut, 20″, semi-automatic machine—**No. 617.**

Silk mill, 5,000 spindle capacity—**No. 616.**

One 24 twelve gauge double lock Grosser Hand Machine and one 24″ five gauge hand machine—**No. 607.**

One seventeen gauge Raschel Machine **No. 620.**

No. 18 Lindley Raschel Machine, together with plush attachment for the same—**No. 619.**

The Regina Knitting Mills, 223 West Jackson Blvd., Chicago, are interested in buying anything in novelty knit goods. Get in touch with them if you want to sell anything in their district. They state that they are rated in Dun's or Bradstreet's.

WANTED

Manager for Western Mills. Must be man with ability, who can take over sales and manufacture. Would prefer someone to buy some stock in the Company.

56″ McCreery Brushing Machine—**No. 615.**

Raschel Knitting Mechanic—**No. 614.**

Finishing done on Ladies' sweaters. Has about 100 doz. to 150 doz. weekly—**No. 613.**

Winding on tubes—**No. 612.**

8 Gauge Double Lock Dubied or Grosser machines—**No. 611.**

Warper—**No. 610.**

Brushing Machine, size from 36″ to 56″—**No. 609.**

4 Stafford & Holt, 18″ Ribbers. 2 Wildman 16″ Ribbers—**No. 608.**

40″ 7 gauge jat power mechanic—**No. 606.**

Jacquard circular knitting machine—**No. 605.**

One Sipp Winding Machine.

One Warp Mill—Eastwood or Altemus.

One Hoffman Finishing Machine.

Also 5,000 silk fibre head spools—**No. 623.**

7 or 8 gauge, machine—**No. 618.**

TO reach Buyers the Trade Journal offers the most effective medium.

The Journal of *your* trade

is

Sweater News *and* Knitted Outerwear

321 BROADWAY, NEW YORK

338.405
NAT

NATIONAL KNITTED OUTERWEAR BULLETIN

Published by
NATIONAL
KNITTED OUTERWEAR
ASSOCIATION

Edited by
EMIL ZVIRIN, Secretary
347 Fifth Avenue
New York City

Number 16 November 15, 1923

1923 Annual Convention

The 1923 Annual Convention at Cleveland will go down in the record of the history of this Association as the best and most successful to date from every point of view. All those who attended have expressed their appreciation of the interesting program, and the accomplishments and the hospitality displayed by the Cleveland District Association.

The Secretary is preparing, pursuant to a resolution of the convention, to issue a full report of the business of the convention, and a copy will be mailed to each member.

Address of President Albert S. Waitzfelder, at the Convention of the National Knitted Outerwear Association, at Cleveland, on November 1st, 1923

In taking the Chair to preside over your deliberations, I wish to first pay tribute to our hosts of the Cleveland district, who have so capably consummated the arrangements for facilitating the transaction of our business and for our entertainment.

It is a pleasure to all of us to have this Convention in a district which ranks so high in the manufacture of Knitted OUTERwear, as does the great industrial city of Cleveland.

In my remarks, I shall take the liberty of departing from the usual custom of rehearsing the progress of our various activities, as they have become so numerous that it would unnecessarily consume a large part of our time. You will learn of them in detail, from the reports of the chairmen of the various committees, under whose jurisdiction they come. This will enable me to devote the time at my disposal to discussing the new projects which have been undertaken by this Association during the past year, as well as to discuss certain fundamentals.

At the inception of this organization our first objective was to combine into a homogeneous working unit, the various heterogeneous elements which at that time, were making various kinds of knitted merchandise, all of which have since become known under the generic name of Knitted OUTERwear.

This having been accomplished, our next aim was to increase as largely as possible, the use of Knitted OUTERwear through our Publicity Bureau and other means. This increase during the past decade has been stupendous.

Having now at our disposal a large and established field for our products and a functioning unit, with which to utilize same to best advantage, an analytical survey of existing conditions was made by your executives, for the purpose of determining what was the most important weakness in the present situation, and what steps could be taken towards improvement.

I think you will agree with me, that the main difficulty which a large number of our manufacturers have to face at present, is the irregularity of demand for our products, which results in long spells of dullness in which our plants are not able to run anywhere near to capacity, and other shorter periods of excessive demand, during which our mills cannot supply the requirements of the trade.

The result is that in a plant running at only a small part of its capacity for a long period each season, the overhead burden thrown on the heavy producing weeks, by the slack weeks is enormous, and seriously increases costs. It also results in an excessive labor turnover, with its bad effect upon quality, and is one of the greatest sources of waste and added cost.

If it were possible to improve this condition by more evenly distributing the demand for our merchandise, a very great and beneficial step forward would be taken.

Before attempting to prescribe a remedy, it was necessary to carefully diagnose the causes of the largely fluctuating demand. There may be several reasons which cause this state of affairs, but to our minds, it was obvious that one of the main reasons why the merchant did not place more substantial orders further in advance of each season, was due to the uncertainty as to the types of models which would be in demand. In this connection, I refer especially to ladies' garments which form an important part of our product, although it applies to other of our products as well. Heretofore, a manufacturer in producing his line, would make a certain number of samples of a large number of types, embodying all those which he considered might sell and the merchant, in placing his initial order, would likewise buy in small quantities, a certain number of garments of the various types.

As the season advanced, the demand would concentrate on one or two models of which models the merchant would have far from sufficient, and the other models would have to be closed out at a loss.

This I respectfully submit to you, represents a great economic waster, both to the manufacturer in fruitless sampling, and uneven production, as well as to the merchant, through loss on undesirable models and lack of sufficient desirable merchandise at start of Season.

It results in an excessive demand during the height of the season, for the selling models, which might have been produced more economically and advantageously during the dull period had those models been known in advance.

It, therefore, naturally occurred to us that if by obtaining sufficiently ahead of the season, reliable information from foreign fashion centers, as to the trend of style in wearing apparel, whether Knitted Outerwear or not, that this information in the hands of a competent committee, in consultation with certain retailers, or retail associations, could be utilized, for the purpose of endorsement by this Association, of certain types or models, and that information published to our members in advance of each Season

These types could then be popularized with the trade and the consumer through the means at the disposal of our Publicity Bureau.

This would result in each manufacturer making up his original sample lines in accordance with these endorsed types of models and instead of shooting in the air, he would be shooting at a definite target.

Nothing is further from our thoughts, than in any way to interfere with the ingenuity or initiative of any individual manufacturer as he would have full play for his designing ability, in regard to the materials used, the quality, weave and designs of his own line of garments, within the limits of these particular types.

Furthermore, we have heard at previous conventions, and will probably hear again at this convention, from members of our Publicity Bureau, as to the great results they have produced in increasing the use of Knitted Outerwear through propaganda and advertising, in the various trade and consumer publications with which they have been working. They sincerely believe that the large increase in the use of Knitted Outerwear has been mainly due to their efforts. All of us believe that these efforts have been instrumental in that result. None of us, however, know absolutely to what extent. This will give us an opportunity of making a positive test of how successful in obtaining results, this campaign really is and I think it is something that all of us would like to know definitely. If they succeed in popularizing the types of garments endorsed by our Fashion Committee, it will prove conclusively, how valuable their functioning is to our industry. I do not think they will flinch from the test

Our Fashion Committee considered this project at one of their meetings, and finding a division of opinion in the committee, decided to refer the matter to our membership in the various districts as this is a democratic organization, and we wish to carry out only the expressed views of our members. As a result of this referendum, four out of our five districts endorsed the plan, the Cleveland district alone deferring any action on same.

Based on this expression of opinion, your Fashion Committee entered into an agreement with a foreign representative, the details of which will be given you at the proper time, by the chairman of our Fashion Committee.

It was agreed by the committee that their verdict as to the endorsed types of garments should be issued twice a year, sufficiently in advance of the spring and fall seasons.

On account of the delay in obtaining the opinion of our various districts, it is questionable, whether this information this year can be given as far ahead of the spring season as we hope to be able to furnish it in future seasons.

In discussing some of the objections advanced against this plan, I was told by a party prominent in this industry, that if our plan succeeded, it would give an immense advantage to the small manufacturer, through enabling him to more actively compete, by making up the approved styles at the beginning of the Season. I replied to him, and I say to you now, that if he was right, and I hope he was, that is as it should be. All our Association efforts are devoted to helping the small manufacturer as well as the large—in the interests of the entire industry. This plan may not be a panacea for all the causes of the greatly fluctuating demand, but it should certainly result in a marked improvement. Additional remedies can be considered from time to time.

If there is a manufacturer in this room who objects to this Association spending annually a limited amount in research work towards obtaining advance information as to the trend of foreign styles, I should be pleased to hear from him. Also, if anyone objects to utilizing this information in an attempt to benefit our industry, I should also be pleased to hear from him.

Another subject which is receiving the attention of your executives is the formation of groups within this Association, each group to consist of such members as make similar lines of merchandise. The membership of our Association has increased so fast, having doubled within the past two years, that we felt it would be to the advantage of manufacturers of similar lines, to meet with other manufacturers of those lines, for the purpose of considering and acting on problems affecting their particular lines under the guidance, and with the co-operation of the Association. This will enable them to discuss then their particular problems more intimately and in more detail than at a general meeting. You will hear a report on this matter in due course.

Another important matter, which has been taken up during the past year, is the formulation of a Code of Ethics for our Association. In our endeavors for material advancement, we have not neglected our ideals.

Having made marked economic progress, we felt the time had arrived when we should attempt to further elevate our industry, by having all our members function on the highest plane of recognized ethics, in all their dealings, with those from whom they buy, as well as with those to whom they sell and with their employees. With this object in view, a Code of Ethics was submitted to the National Board of Directors, which was tentatively adopted by them, subject to the approval or modification of this convention.

After this code has been finally adopted, I would suggest that every member of all our District Associations be required to subscribe to same and that every new member likewise be required to sign same before being admitted to membership.

Any association in order to endure and progress must be based on a firm foundation of correct cardinal principles.

No matter how ornate or beautiful may be the superstructure the foundation must be firmly laid.

The policies which we have attempted to follow are:

First—Never to sacrifice basic ideas for the sake of temporary expediency.

Second—To treat all our Members from the smallest to the largest on an equal basis.

Third—To follow the highest ethical ideals in all our dealings with outsiders, as well as between our members.

Fourth—In considering constructive suggestions for the betterment of our industry, to adopt only such as meet with the full approval and hearty cooperation of the majority of our members.

Any association which stands four square on such a foundation is bound to succeed and to become a lasting monument to its industry. Let us then firmly adhere to these principles, so that even after we have passed on to the great hereafter, our successors in this industry, looking back and deriving the benefits of our efforts, can feel that we, the founders of this Association, built wisely and well, and erected a structure which will endure throughout the ages.

Let this be our hope, our aim and our aspiration.

Have You Received Our 1924 Spring Color Card?

We urge upon you to send in at once your orders for this Spring Color Card, which will familiarize you with those shades which it is felt will be most popular for Spring in Knitted OUTERwear.

Just mail fifty cents in stamps, check, or coin to the National Knitted OUTERwear Association, 347 Fifth Avenue, New York City, and a copy will go forward to you immediately.

FOR SALE

3 Universal Coners—**No. 625.**

One 7 cut, 18 Claes & Flenje full automatic machine Robaczynski attachment.

One 7 cut, 32″ hand machine without stand.

One 5 cut, 24″ semi-automatic Claes & Flenje, without Robaczynski attachment.

One 2½ cut, 18″, Claes & Flenje hand shaker machine.

One 2½ cut, 32″ , Claes & Flenje power machine jumbo stick.

One 2½ cut, 60,″ single bed, Claes & Flenje shaker machine.

One 2½ cut, 20″, semi-automatic machine—**No. 617.**

Silk mill, 5,000 spindle capacity—**No. 616.**

One 24 twelve gauge double lock Grosser Hand Machine and one 24″ five gauge hand machine—**No. 607.**

One seventeen gauge Raschel Machine—**No. 620.**

No. 18 Lindley Raschel Machine, together with plush attachment for the same—**No. 619.**

The Regina Knitting Mills, 223 West Jackson Blvd., Chicago, are interested in buying anything in novelty knit goods. Get in touch with them if you want to sell anything in their district. They state that they are rated in Dun's or Bradstreet's.

WANTED

Manager for Western Mills. Must be man with ability, who can take over sales and manufacture. Would prefer someone to buy some stock in the Company.

56″ McCreery Brushing Machine—**No. 615.**

Raschel Knitting Mechanic—**No. 614.**

Finishing done on Ladies' sweaters. Has about 100 doz. to 150 doz. weekly—**No. 613.**

Winding on tubes—**No. 612.**

8 Gauge Double Lock Dubied or Grosser machines—**No. 611.**

Warper—**No. 610.**

Brushing Machine, size from 36″ to 56″—**No. 609.**

4 Stafford & Holt, 18″ Ribbers. 2 Wildman 16″ Ribbers—**No. 608.**

40″ 7 gauge jat power mechanic—**No. 606.**

Jacquard circular knitting machine—**No. 605.**

One Sipp Winding Machine.

One Warp Mill—Eastwood or Altemus.

One Hoffman Finishing Machine.

Also 5,000 silk fibre head spools—**No. 623.**

7 or 8 gauge machine—**No. 618.**

TO reach Buyers the Trade Journal offers the most effective medium.

The Journal of *your* trade

is

Sweater News *and* Knitted Outerwear

321 BROADWAY, NEW YORK

338.405
NAT
Commerce
MAR 3 1924
UNIVERSITY OF ILLINOIS

NATIONAL KNITTED OUTERWEAR BULLETIN

Published by
NATIONAL
KNITTED OUTERWEAR
ASSOCIATION

Edited by
EMIL ZVIRIN, Secretary
347 Fifth Avenue
New York City

Number 2

February 25, 1924

Do Your Customers Consider You As a Knitted OUTERwear Firm

The value of all the nation-wide advertising, which our Advertising Bureau has done, to familiarize the trade and the public with the name "Knitted OUTERwear," should be fully made use of by our members, in using the name "Knitted OUTERwear," whenever they speak of the products they manufacture and sell.

We have noted that many firms still use the term "knitwear" and "knit goods," on their letterheads, rather than the name "Knitted OUTERwear."

In order for you to properly tie up your concern with the advertising we are doing, be sure, when next you have your letterheads printed, to include in your letterheads the fact that you are makers or sellers of "Knitted OUTERwear."

Various Districts Asked to Give Opinion of Term "Glos" to Take Place of "Artificial Silk"

A request was recently made to the various districts to submit to their members the new name of "Glos," recommended by the National Retail Dry Goods Association to take the place of "Artificial Silk."

The Eastern and Cleveland Districts have both gone on record as not favoring this new term. Their general opposition to it seems to be based on the fact that they believe the term "Artificial Silk" as the most apt to describe this product, and they see no good reason why the name should be changed.

Still other opinions state that the word "Glos" is not, in their opinion, suitable because it has been used before by manufacturers of various products and is therefore not a distinctive name to designate this product.

As far as the National Retail Dry Goods Association is concerned, the name of "Glos" was officially adopted at their last annual convention and it is expected that retailers throughout the country will be asked to use this term in their future advertising.

Pennsylvania District is Getting Ready for 1924 Annual Convention

From rumors in the daily papers, and from a talk with Mr. H. H. Cohen, of our Pennsylvania District, we known that this year's Convention is going to be put over in proper style. A general Convention Committee appointed by the Pennsylvania men recently met with the Spinners and Yarn Dealers in Philadelphia, and it is believed that the latter will give their active cooperation to make this Convention stand out as the most progressive ever held by our industry.

The present chairman of the General Convention Committee of the Pennsylvania District, is Mr. L. O. Lohmeyer, of the Thurman Mfg. Co.

Power Knitting Industry One Hundred Years Old This Year

The year 1824 marked the birth of the present knitting industry, says the Daily News Record, for it was during that year that the first power driven knitting machine was made in Cohoes, N. Y.

Since the industry originated in the Mohawk Valley, it seems but natural that this territory should have developed into one of the greatest knit goods manufacturing centers in the world.

The Mohawk Valley today is said to be the second largest cotton consuming district in the United States. Egbert Egberts was the man who, in a small shed like structure in Cohoes, made the experiments which resulted in the invention of the first power driven knitting machine to be operated successfully in the United States.

Drop in Artificial Silk Prices Affects Our Members

The recent sudden drop in the price of Artificial Silk was felt keenly by Artificial Silk users in our Association. The market was thrown into a very unsettled condition due to this sudden price revision, as firms using Artificial Silk did not know whether to hold prices firm on the goods which they had manufactured of Artificial Silk bought at the higher prices, or to immediately revise their prices. The general tendency has been towards a revision. In Cleveland the manufacturers have been trying to arrange to make allowances to the trade on previous shipments of articles made of this material.

General Business Conditions

Business trends during the first month of the New Year have strengthened the feeling of confidence which developed in the last part of 1923, says the National City Bank of New York bulletin. There were doubts during midsummer of last year that industrial activity would last through the year, but as the season went on it became evident that business was well sustained.

The unusually mild weather has affected the sale of clothing and shoes to a great extent.

Industrial corporations are giving evidence of their confidence in the future by adopting plans for increasing their capacity. The United States Steel Corporation has planned fifteen million dollars of capital expenditures in 1924. One of the most stimulating prospects for business is the probability of a reduction of taxation through the Mellon plan. The general commercial loan rate is on a 5 to 5½ per cent basis.

Federal Reserve Banks report that they have reached a lower volume of loans in recent weeks than at any time since 1917. Wage earners in the organized trades have resisted reductions in wages, and where reductions were affected, have demanded and obtained reinstatements in whole or in part. This is perhaps the main factor in still keeping the situation unbalanced at this time, but if everything goes up in price to correspond with the rise of wages, the wage earners will naturally lose all their gains.

Are You a Subscriber to the Confidential Fashion Service?

The first issue of the Confidential European Fashion Service has called forth such favorable comments from those who received it that we urge everyone who has not as yet subscribed to this Service to become a Subscriber while there are still a few Fashion Binders left. The initial issue of this Service consists of a Binder and 44 reproductions of some of the most original models of sweaters, suits, and dresses seen recently at the leading fashion resorts of Europe. New reproductions to be placed in this Folder are being sent out this week, and will be continued to be sent out every week or ten days, from now on. Cut out this article and send it to us with your name, and we will immediately make available to you this Service.

Report on Field for Knitted OUTERwear in Cuba and Colombia

The office has on hand copies of bulletins recently issued by the Department of Commerce giving a full report on the markets for Knitted OUTERwear in Cuba and in Colombia, South America.

The Cuban market should be a profitable field for our manufacturers, as according to the report, there is practically no competition with other foreign countries sending knit goods to Cuba. Naturally the chief item sold there is the bathing suit.

As to the Colombia market, the report states that there is a very good field for our product in the mountainous regions, but that there is severe competition to be expected from Germany and France.

Have You Sent in Your Census Report?

The Department of Commerce advises us that up to January 31st, they had received schedules from only 35% of the manufacturers who would be required to make returns for the census of 1923.

The value of these statistics depend largely upon the date of their publication. The Census Bureau cannot compile such statistics until the reports are received, and as we feel that they will prove of great value to our Association, we would ask you to make every effort to send your report in at the earliest possible moment.

More Individualism Needed in Apparel Says Pres. Waitzfelder

A general movement toward sartorial distinctiveness would help more than any other thing to increase style consciousness says Mr. A. S. Waitzfelder, President of the National Knitted OUTERwear Association, in a recent interview with the Daily News Record.

"But there are certain things to be cossidered," he said, "which to the casual observer may appear completely outside the present focus of attention—before any effort of a trade, or alliance of trades, could make a dent in the general apathy about men's clothing.

"Clothing is an important physical demonstration of the whole life principle. Clothes consciousness has its basis in sex, itself. With most women, therefore, the problem of maintaining interest in apparel is a simple matter. If they didn't have high-salaried designers to produce their drapery effects they'd be their own designers and many of them might do very creditable jobs.

"But it is with the style consciousness of men that we are now dealing. I believe that the cause of slovenliness lies far deeper than just plain lack of style consciousness and that the remedy is much more complex than the mere matter of propaganda.

"If men of business required only a four-hour day I think you would see them blossom out. Style consciousness is just as strong in men as it is in women. It is merely suppressed by economics.

Cites Case of Knitted Outerwear

"There is no apparel man in the country who has not been observing within very recent years the greater and greater distinction ever becoming more apparent in knitted outerwear for men as well as for women. While it is in the development of women's sweaters and suits and dresses that we take most pride, our manufacturers have been giving considerable thought to the improvement of appearance in men's knitted apparel. Our manufacturers are always vying with each other to produce something entirely new and distinctive.

"We have none of your 'uniform' ideas in the knitted outerwear industry. At a football game, at the golf links, at the beaches, or at the mountain resort in summer or winter—on the highway — you will find men dressed in knitted outerwear. And they usually present an individualistic appearance. Knitted outerwear has saved Americans from becoming a uniformed race. If the other apparel industries wish to do something independent about increasing public interest in their products, they should strive to increase individualism in clothing. Men will never become excited over cloths so long as every suit looks the same from a distance of 50 feet.

"Nothing I have said should be construed as deprecatory of standard propaganda methods of interesting prospective customers in apparel. As a matter of fact I would be the last to deprecate them.

Propaganda Successful

"The National Knitted OUTERwear Association has been highly successful with propaganda. Through the activities of the Knitted Outerwear Publicity Bureau we have greatly increased the sale of the products of our industry.

"If it is more sales you want, that is the way to do it—advertise. But if those, who are pushing this better-clothes movement are sincere—if their motive is to induce the wearing of finer apparel—then my answer is that this presents an extremely complicated question. It is worthy the steel of the sharpest brains in the apparel industries.

"I am heart and soul in favor of digging in and finding the answer, and I think I may speak for the knitted outerwear industry in saying that the entire trade would be deeply interested in any substantial, well-thought out movement calculated to instill into the mind of the public greater "style consciousness."

Have You a Sprinkler System in Your Plant?

The Chamber of Commerce of the United States has recently issued a special bulletin regarding taking proper care of sprinkler systems, which are designed to operate automatically in the event of fire.

Kindly get in touch with the Association Officers if you desire a copy of this Bulletin.

MACHINERY FOR SALE

1 7 inch Brinton Muffler Machine, sinker top double feed.

24 gauge with Crawford 16 end stop motion.

1 9 inch Wildman Rib Muffler Machine, 24 gauge, four feed, with electric stop motion.

1 36 spindle Sipp Winder with 250—6 inch cone shaped fibre spools—**No. 652.**

1 16 inch Johnson Machine.

1 16 inch Wildman sinker top latch needle.

1 15 inch Brinton with 2 extra 15 inch cylinders—**No. 655.**

5 String Machine, also called Girdle machines, brand new 16 needle cylinder—**No. 656.**

1 36 inch Steam Reconditioning Machine.

5 5 gauge Power Machines—**No. 657.**

One 7 cut Grosser 32 inch hand machines with 200 needles without stand—**No. 658.**

8 Spindle Allen Winding machine in good condition—**No. 659.**

2 12 gauge Power Machines—**No. 662.**

1 Lindsay & Hyde 48 Spindle 924 on each side, Winder, with 100 brand new bobbins and 500 used. Complete and guaranteed to be in best condition—**No. 663.**

Ainslee Braiding Machine—**No. 664.**

200 pounds of Cranston's 2/18s Red Stain Mohair yarn at $1.50 per pound—**No. 665.**

Visca Yarn—English make, 1½ m.m., full original packing about 2,000 pounds. Immediate delivery—**No. 666.**

4 Oswald Lever Bottle Bobbin Winding Machine for silk 18 and 24 spindles

8 Brinton Necktie Machines.

8 Universal Coners—**No. 667.**

20 inch Brinton with attachment stop motion.

36 Gauge — No. 680

SITUATIONS WANTED

Situation wanted as salesman in New York and vicinity. Has had one one half years' experience in selling Knitted Outerwear, both inside and outside. Wants position where he can spend part of time in factory—**No. S45.**

Selling underwear and dresses for 12 years wants to get job as salesman—**No. S43.**

Position wanted as general manager in knitted outerwear plant, 15 years' experience in organizing plant and in creating styles. Best references—**No. S39.**

Graduate of Foreign Textile School, worked in Austrian mills six years, in fancy work and in hosiery, as designer and manager—**No. S26.**

HELP WANTED

Salesman to sell men's mufflers in Western Territory familiar with jobbing trade only. Commission basis—**No. H51.**

MACHINERY WANTED

A coner that has not more than 6 or 8 spindles—**No. 653.**

Interested in buying plant of 12 or 15 machines, also interested in circular machines for fibre ties—**No. 660.**

7 gauge Dubied automatic power machine, wide, single gauge—**No. 661.**

TO reach Buyers the Trade Journal offers the most effective medium.

The Journal of *your* trade

is

Sweater News *and* Knitted Outerwear

321 BROADWAY, NEW YORK

338.405
NAT

Commerce

NATIONAL KNITTED OUTERWEAR BULLETIN

Published by
NATIONAL
KNITTED OUTERWEAR
ASSOCIATION

Edited by
EMIL ZVIRIN, Secretary
347 Fifth Avenue
New York City

Number 3

March 11, 1924

Paris Office Receives Instructions Re Fall Models

The Fashion Committee of our association has forwarded funds to its Paris representatives for the immediate purchase of a number of new Fall models which on arrival here will be turned over to the Fashion Committee for consideration of the types to be recommended for Fall wear.

It was decided at the last Fashion Committee meeting to consult with the distributors to see what further plans for co-operation on fashion lines could be developed, and to see what support they would give this association in connection with the expenses incurred in reproducing the new models.

At present replies are being awaited by the association offices to a special referendum sent out to all members, asking their recommendations for a date on which these Fall models should be shown.

Style Show of Knitted OUTERwear Being Planned by Eastern District

Arrangements are being completed by the Eastern District for a Knitted OUTERwear Style Show at Long Beach, the latter part of June, and the committee in charge of this event states that it will be different from most affairs of this kind, as besides showing bathing suits, in conjunction with a parade of models to be held on the boardwalk, there will be shown every type of Knitted OUTERwear including sweaters, suits and dresses.

Although this is being held under the auspices of the Eastern District Association, members from all over the country will be invited to join in this display.

This parade is being held at the time when the Democratic Convention will be in New York, and it is expected not only to serve manufacturers' interests but will assist retailers in moving the goods from their shelves.

Federal Trade Commission Goes on Record Regarding the Use of Term Fibre Silk

In connection with the use of the term "Fibre Silk" by our members, we have received a communication from the Federal Trade Commission at Washington, as follows:

"We are sending you herewith a copy of Commission's findings and order on its Docket No. 770 against Simons Hatch & Whitten Co. By reading the same you will observe that the Commission has condemned the use of the expression "pure silk" on a hose made of fibre. We also enclose copy of the findings and order on the Commission's complaint No. 845 against Behrend's wherein the use of the word "Silkoline" on comfortables made of mercerized cotton was forbidden.

"The word 'silk' should only be used to denote the product of the cocoon of the silk worm and its use in any other sense is misleading. The expression 'Fibre Silk' is doubtful and uncertain in its meaning and the purchaser would not know whether to believe the garment was silk or fibre. It is clear that fibre goods should not be branded as 'silk' unless in connecttion with qualifying words clearly and unmistakably indicating its true character."

Knitted OUTERwear Message to be Broadcasted Through Trade Papers

The advertising plan of the National Knitted OUTERwear Association for the first half of this year, is to go straight to the retailers through their trade papers, with the slogan "Knitted OUTERwear Deserves the Preference." During the latter part of the year the campaign is expected to further develop along the lines of consumer advertising.

The remarkable success of Mr. Wildman's campaign to popularize Knitted OUTERwear is daily becoming more and more evident. Trade papers which formerly gave but slight recognition to our product, are now devoting entire sections to this exploitation.

The leading newspapers in all parts of the United States are featuring our products in their roto-gravure sections and the leading foreign magazines are also devoting more and more space to pictures of society folks dressed in sports costumes of Knitted OUTERwear.

The Commercial Growth of Artificial Silk

"'Artificial Silk' enters practically every field of textile endeavor," according to Mr. B. Clarke of the Tubize Artificial Silk Company as stated in a recent lecture, given by him at the Textile School, New York.

"It is the only basic textile yarn in general use today, which does not wear the halo of antiquity. Its entire life is only a matter of thirty years, and its general use has been confined to practically the past twelves years. The public accepts articles made from Artificial Silk, because of its economy and because of the beautiful effects secured.

"Little however, is known of the product itself. Probably the least known fact is that there are many different qualities and kinds of Artificial Silk. Some makes are stronger than others; some absorb perspiration and dampness rapidly; some absorb dyse more readily and evenly than others; some have an extreme lustre and others have the velvety finish of real silk. There is also a difference in the strength and elasticity of artificial silk yarns.

"The base of all artificial silk is cellulose, but there are various methods of producing the yarn. Some of the processes employ wood fibre as a basic material, while others make the yarn from cotton."

After explaining the various processes of manufacturing artificial silk, Mr. Clark stated: "By far he greatest user of artificial silk has been the knitting industry; in the hosiery, the piece goods and in the completely knitted garments. Other outlets are the cotton industry, the silk industry, manufacturers of braids, laces, etc. In addition to these industries many other lines of business have been created directly for the purpose of converting, changing or combining artificial silk with other yarns."

To show the enormous size of this industry, Mr. Clarke said: "Last year there was manufactured and consumed in the United States alone, in excess of thirty-five million pounds of artificial silk, while we imported slightly over four million pounds, the bulk of which was re-exported in some form or another.

"The number of employees directly engaged in the manufacture of artificial silk is approximately 25,000, while the number of those employed in the ultimate handling of the yarn and products made therefrom cannot easily be estimated. Artificial silk is now used in the manufacture of a variety of articles, not only by itself but in combination with other yarns.

"The reasons for the growth of Artificial Silk have been that it can be obtained in practically every country; it is very strong, and has a lustre which has unusually decorative efects; it does not deteriorate nor turn yellow when blaeched and it is produced at a cost which places it within the reach of the entire buying public."

Value of Fashion Recommendations

The interchange of opinion between members regarding this service is very important. We received a letter from one of our members, an extract of which is as follows:

> "We ourselves are very much pleased with this effort at standardization of types, or styles, and we are convinced that it will work out to the benefit of every one in the industry, including the manufacturer, jobber, and retailer, provided however, that all the manufacturers and distributors work harmoniously with the idea of really standardizing our business.
>
> "The Fashion Committee in our estimation has made a splendid start, and we hope that they can impress the importance of their work upon all the makers and distributors in the Association. There will always be a few on the outside, but our notion is to keep those on the inside of the organization working along the lines suggested by the Fashion Committee."

Growth of Knitted Outerwear Industry in the United States Reported by Statistical Committee.

The growth of the Knitted OUTERwear industry in the United States during the past few years is shown by the following comparison of the number of Knitted OUTERwear mills on January 1st, 1923, as compared with the Department of Commerce report for 1920.

Number of establishments, 1920	1007
Number of establishments, Jan. 1, 1923	1365
Percentage of increase	28.1%

Of these mills 1,146 are located in New York, New Jersey, Pennsylvania and Massachusetts; 152 are located in Illinois, Michigan, Ohio and Wisconsin; and the balance are distributed among the states of California, Connecticut, Kentucky, Maine, Minnesota, New Hampshire, Oregon, Rhode Island, Utah, Washington.

The Statistical Committee will give further results of their investigations in coming bulletins. Reports are being compiled regarding sales, labor employed, types of garments manufactured, etc.

Shall the Term "Knitting Mills" be Used by Firms Who Do Not Manufacture?

The use of the term "Knitting Mills" by distributors of Knitted OUTERwear, who do not actually manufacture the goods which they sell was recently taken up by the Knitted OUTERwear Distributors' Association, who arranged to have Mr. B. L. Shinn, a representative of the National Vigilance Committee of the Advertising Club of the World, address them on this important subject.

Mr. Shinn stated that distributors who do some manufacturing, are entitled to use the word "mill" as part of their firm name, but he urged the distributors to establish a standard of ethical conduct, and to designate themselves as manufacturers and distributors.

"This is especially important at this time," Mr. Shinn stated, "since the public has been inclined to favor the purchasing of goods direct from manufacturers, and there has been a tendency on the part of unscrupulous concerns to take advantage of this preference by stating that they are actual manufacturers, when in fact they did no manufacturing."

Problems of the Knitted OUTERwear Industry

In connection with a request made by Mr. S. S. Paull, the Chief of the Domestic Division of the Bureau of Foreign and Domestic Commerce, to advise him of the chief problems confronting our industry at the present time, the association sent Mr. Paull the following communication:

"We have recently received a communication from Mr. H. H. Cohen, who has been representing the National Knitted OUTERwear Association in its co-operation with your division, advising us that you desire the association to submit a statement regarding the problems of this industry, insofar as it may be of interest to your Bureau, together with suggestions of ways of approaching these problems.

"One of the important problems of our industry is the establishment of standards of quality. This work has been hampered until now by the fact that there has been no definite standard for raw wool, which goes into the making of the greater part of our product, but now that definite standards for raw wool have been decided on, there is no doubt a field for establishing definite standards of quality in yarn manufactured from the raw products. And this may eventually develop to the point where the finished garment can also have quality standards.

"Another important problem of our industry is standardization of sizes. It is a problem which is especially complicated in knit goods due to the various stretching qualities of our production, depending on the type of yarn used, the way in which it is knit, etc.

"A further field in which we believe the Department of Commerce could co-operate with us is in the gathering of statistics of the industry, such as you are at present preparing for the hosiery and other industries.

"The development of foreign markets for Knitted OUTERwear is still another field in which the government could very well lend its co-operation. Already reports on the field for Knitted OUTERwear in Cuba, Colombia, Chile and other South American countries have been prepared by you. This work could be extended to making a survey of the markets of the Far East and in Europe.

"There are many research problems in which the government can be of assistance to our industry, such as in the economizing of raw material, the utilization of by-products, waste investigation the study of traffic and transportation rates, and employee turnover.

"As to methods of approaching these various problems, if we could be informed in what way the government has co-operated with other industries in the solution of similar problems, we would then be in a position to suggest in what way our industry could be aided in the special phase of these problems in which we are peculiarly interested."

If there are any suggestions you may have to make as to any other problems of the industry, or as to any method of approaching these problems, to bring about their solution, do not fail to advise the association office.

New York Society Sees Knitted Outerwear at Fashion Show

The Theatre Assembly, a society of New York women for the promotion of the theatre, were recently shown a display of the latest apparel in Knitted OUTERwear, at the Hotel Astor, New York City.

The garments were selected from those of 125 manufacturing subscribers to our Publicity Campaign, and were shown on models chosen from the ensemble of the Artists and Models Company.

The showing included the advance styles of the manufacturers for the Spring and Summer season, and included style garments, two and three piece suits, knitted knicker suits and other interesting designs.

MACHINERY FOR SALE

1 7 inch Brinton Muffler Machine, sinker top double feed.

24 gauge with Crawford 16 end stop motion.

1 9 inch Wildman Rib Muffler Machine, 24 gauge, four feed, with electric stop motion.

1 36 spindle Sipp Winder with 250—6 inch cone shaped fibre spools—**No. 652.**

1 16 inch Johnson Machine.

1 16 inch Wildman sinker top latch needle.

1 15 inch Brinton with 2 extra 15 inch cylinders—**No. 655.**

5 String Machine, also called Girdle machines, brand new 16 needle cylinder—**No. 656.**

1 36 inch Steam Reconditioning Machine.

5 5 gauge Power Machines—**No. 657.**

One 7 cut Grosser 32 inch hand machines with 200 needles without stand—**No. 658.**

8 Spindle Allen Winding machine in good condition—**No. 659.**

2 12 gauge Power Machines—**No. 662.**

1 Lindsay & Hyde 48 Spindle 924 on each side, Winder, with 100 brand new bobbins and 500 used. Complete and guaranteed to be in best condition—**No. 663.**

Ainslee Braiding Machine—**No. 664.**

200 pounds of Cranston's 2/18s Red Stain Mohair yarn at $1.50 per pound—**No. 665.**

Visca Yarn—English make, 1½ m.m., full original packing about 2,000 pounds. Immediate delivery—**No. 666.**

50 Brinton Necktie Machines—**No. 667.**

6 Leighton Automatic rack circular machines (3 single and 3 needles—**No. 668.**

TO reach Buyers the Trade Journal offers the most effective medium.

The Journal of *your* trade

is

Sweater News *and* Knitted Outerwear

321 BROADWAY, NEW YORK

338.405
NAT

NATIONAL KNITTED OUTERWEAR BULLETIN

Published by
NATIONAL
KNITTED OUTERWEAR
ASSOCIATION

Edited by
EMIL ZVIRIN, Secretary
347 Fifth Avenue
New York City

Number 7 May 14, 1924

ANNUAL BOARD OF DIRECTORS' MEETING IS MARKED BY ACCOMPLISHMENTS

Two things distinguished the Board of Directors' meeting held in New York on May 1st and 2nd. One was the large attendance and enthusiasm shown by the members present, and the other was the record of results accomplished by the Board during their two days' deliberations.

The meeting opened on Thursday, May 1st, with President Waitzfelder's speech, in which he placed special emphasis on the great need at this time for concentration on the quality of our products.

President Waitzfelder first emphasized the great need at this time, for concentration on the quality standard of our products. He opened his talk with a statement of the prime requisites of a Trade Association.

"First—A properly organized Trade Association should have vision enough to formulate sound constructive policies, which would result in increasing and improving the industry in every possible way.

"Second—It should be strong enough to maintain and enforce these policies continuously—in season and out of season—in busy times as well as in dull times.

"Third—It should be alert enough, whenever any evils arise, which threaten the welfare of the industry, to handle same promptly and effectively.

(Continued on next Page)

OUTSTANDING RESULTS OF SEMI-ANNUAL DIRECTORS' MEETING

1. Decision to send Committee to Washington to co-operate with Bureau of Standards in the establishment of standard sizes for Knitted OUTERwear.
2. Recommendation to investigate Trade Guild Idea—membership to be contingent on production of merchandise of set standards.
3. Adoption of resolution urging manufacturers to limit amount of surplus stocks to definite per cent of bonafide orders.
4. Recommendation made that the National office issue propaganda to educate wholesalers and retailers on evils of returns and cancellations.
5. Establishment of sustaining membership to the National Association.
6. Decision to send representatives of our Association to the Pacific Coast next October, if practicable, to attend the meeting of the Pacific Coast Knit Goods Manufacturers Association and take up the question of their affiliation with the National Association.
7. Recommendation by the Fashion Committee, of types of garments for Fall, 1924.
8. Establishment of National Joint Committee representing Manufacturers, Distributors, Wool Yarn Jobbers and Spinners.
9. Endorsement of Pride in Industry Idea, emphasizing the importance of maintaining high standards of quality and value.

"Fourth—it should be broad and democratic enough, to have means available for obtaining and acting quickly upon views of its membership in all districts, instead of depending on any individual or small group of any one district."

He then stated how our Association had functioned along these lines:

"(a) As to what this Association has done in this connection, might I refer to our major policies in regard to publicity, for popularizing and increasing the use of our products, and in regard to fashion, for regulating same in the interests of the manufacturer, the dealer and the consumer, as well as to our other general functions, in connection with standardizations, and general welfare.

"(b) These committees have met frequently and have handled their respective problems constructively, and I trust to the satisfaction of this Board, and to the interests of the industry.

"As a result of its first season's functioning, the Fashion Committee endorsed for this Spring, three types of garments, which endorsement carried great weight with the trade. Each successive season should show greater results in this direction.

"(c) As a result of the recent backward business conditions, a new and serious evil was brought conspicuously to the front.

"Many manufacturers in their scramble for business, considered that low price merchandise would solve their problem. In order to produce such merchandise, they, in many instances, sacrificed quality to price. They put on the market goods so poorly made and finished, that instead of being a credit to the industry, they were a disgrace. Every such garment sold to the consumer, instead of creating a friend for Knitted OUTERwear, tends to create an enemy.

"These short sighted and misguided manufacturers were unwittingly doing all in their power not only to destroy the edifice of confidence in our products, which we were so laboriously constructing, but even to sap and undermine its very foundation.

"Your Association was quick to sense this danger, and, in order to remedy it promptly, have so far taken the following steps:

"1st — Your Publicity Bureau through a full page 'ad' in Women's Wear, as well as by other advertising, called the attention of the merchants to the importance and advantage to them of handling better quality Knitted OUTERwear, which would give satisfaction to the consumer.

"2nd—Meetings were called in various districts, in which the importance of making only goods, which would give satisfaction, was impressed upon all our members.

"3rd—Under authority granted at our last convention, and upon my request, in anticipation of its probable need, an Inter-Association Committee has been formed, under the auspices of our Eastern District Association, consisting of members from the Wool and Worsted Spinners Association, from the Yarn Jobbers Association, from the Knitted OUTERwear Distributors Association and from our own Association, with authority to deal with all matters of mutual interest.

"For handling the evil just mentioned, a Welfare Committee was formed which will report to the above committee, instances of any practices detrimental to the industry, so that same can be handled effectively.

"If any of our Directors have other additional remedies to propose, such suggestions will be welcomed.

"(d) For the purpose of setting up machinery for handling expeditiously emergencies which arise between the meetings of this Board, I have recently appointed a Ways and Means Committee, consisting of a prominent manufacturer from each district, who can obtain quickly the consensus of opinion in his district, and that committee can then act promptly in accordance with the general policies established by this Board.

"I am pleased to state that even in the dullest times, I have not heard from a single manufacturer with whom I have conversed, the slightest misgiving as to the ultimate future and increased use of Knitted OUTERwear, based upon its intrinsic merits, of quality, durability and adaptability to sport and out-of-door wear.

"A rigid adherence to our constructive and progressive policies, and a prompt and vigorous combating of all evils as they appear, is the best insurance of the stability, safety and continued progress of our industry."

Following President Waitzfelder's speech, the various district presidents gave their reports:

District Presidents' Reports

William Portner, President of the Pennsylvania District, reported that his district membership had increased

25 per cent in the past year. He stated that his association had been working on the Annual Convention which is to be held in Philadelphia this year, and that they have been receiving the support of everyone in their district to make this convention the most successful the industry has had.

Mr. O. W. Fishel of the Cleveland District, reported that their Credit Bureau is actively functioning and that he desired to go on record as favoring the establishment of a National Credit Bureau. He stated that his district was actively functioning along the lines laid out at the last Annual Convention. Emphasis was placed by him on the fact that the keynote of this meeting should be optimism, and that this optimism should be broadcast among our members, for fundamentally, it is necessary for men in the industry to have confidence in it—a confidence which will bring good business in its wake.

Mr. E. H. Mahler stated that emphasis had been placed in the Western District, in placing their office on a real business basis, to render prompt and efficient service. They are impressing their members with the fact that the district office is the clearing house of the industry. Assistance has been given members with mill problems, employment service, purchasing service, adjustment of disputes, cost helps, etc.

The Western District now includes in its membership, the great majority of Knitted OUTERwear Manufacturers in the Middle West.

Among the new projects undertaken, have been:

1. A survey of the box situation with a view of standardizing boxes and shipping cases.
2. Co-operation with the Industrial Commissions on standardizing machine guards for machines used in the mills.
3. Survey of liability insurance rates with a view to obtaining lower rates.

The most important work in the past six months, has been the practical completion of the Cost Book by Mr. Lutz.

Mr. R. H. Wyner, reporting for the New England District, stated that their main attempt this year had been to cultivate a spirit of confidence and good fellowship among the members of the association. He also suggested that the Fashion Committee devote some time to the study of men's as well as women's goods.

Mr. Daniel Rheinauer of the Eastern District, spoke of the establishment of groups in this district, covering the various branches of the industry and including the Artificial Silk Sweater Group, the Raschel Knitters Group and the Knitted Neckwear Group.

The Cost Accounting work has received special attention this year, a cost account engineer having been engaged under whose supervision an accountant will visit every firm in the district.

Knitting classes have been established in the Textile Evening High School, as well as in a number of the machine plants. There have also been established in the Textile High School, classes in the analysis of knitted fabrics.

Mr. Rheinauer then suggested the idea of establishing a guild in the industry, to which only those members who manufactured goods according to certain definite standards, should belong.

(Report of Ways and Means Committee)

The report of the new Ways and Means Committee presented by Mr. Sidney Worms, was notable for the many constructive recommendations made for future activity.

This Committee endorsed the idea of "Pride in the Knitted OUTERwear Industry," and requested the officers and committees of the National Association to do everything necessary to spread and secure the acceptance of this idea by everyone engaged in the industry.

They also recommended that Mr. Daniel Rheinauer, who had proposed the establishment of a Knitted OUTERwear Guild give further thought to its practical application to present day conditions, and submit same for the further consideration of the committee.

It was recommended further that the Association subscribe to the fund being raised by the Chamber of Commerce of the United States for the construction of a suitable home for the Chamber of Commerce in Washington.

Regarding the use of "Rayon," as a substitute name for artificial silk, the Ways and Means Committee recommended that the Board of Directors disapprove of the use of the word "Rayon," and that they recommend and approve the use of the words "artificial silk."

It was decided to put off the establishment of a National Credit Bureau until the Credit Bureau established in our various local districts have been completely organized.

Following the reports of the District Presidents, the chairmen of the National Committees presented their reports.

Mr. Milton Katzenberg, in giving the report of the Color Card Committee, told of the increased demand for our Color Cards not only on the part of manufacturers, but also by distributors, dyers and yarn men. Its value, he stated, lays chiefly in effecting economy in dyeing, as larger quantities can be dyed in standard shades. It also enabled anyone buying yarn of the same color at various times, to always receive the same shade.

Mr. Phoenix Reports on Work of Tariff and Legislative Committee

Mr. J. J. Phoenix, in the report of the Tariff and Legislative Comittee laid special stress on the value of the Fordney-McCumber Tariff law, which has been in operation about nineteen months and has produced a great measure of prosperity in this period. He stated that the rates granted the Textile industry have not been wholly protective in their operation. Not enough emphasis is being brought in our schools on the historic fact that every period of great recession in business for the last sixty years, has come as a result of low tariff laws—while every period of great expansion has followed protective tariff enactments. Mr. Phoenix suggested that the Association should enter into a definite campaign of education with all its employees during the coming election contest, that there may be returned to Congress condidates pledged to the maintenance of proper tariff laws.

He also spoke on the importance of our Association supporting the Lodge Honest Merchandise Act, which provided that the labeling of merchandise should be optional, but that it must be truthful. The National Association has sent Committees to Washington on several occasions, to appear before Congressional Committees in support of the bill. We have co-operated, in supporting this bill, with the National Wool Manufacturers Association, the National Association of Woolen and Worsted Manufacturers. Mr. Phoenix also emphasized the fact that the Association has gone on record as opposing the French-Copper bill which seeks to compel the labeling of the material entering into the manufacturing of woolen products.

Report of Committee on Sales

The Committee on Sales brought forth some concrete resolutions to combat some of the major problems of the manufacturer, the distributor, and the retailer. This report was presented by Mr. G. H. Packard, of the Western District, and contained these recommendations:

"This Committee has realized the importance of radical action by our Association and therefore recommends that propaganda be prepared to educate the wholesaler and retailer on the evils of unjust returns and unfair cancellations by pointing out to them how these affect the price of our merchandise.

"We further recommend that our members be constantly urged through the Bulletin and by special letter, to make use of our Complaint Bureau, and that every member be asked to print on their orders and invoices, a statement that unfair cancellations and unjust returns will be referred to the Complaint Bureau of this Association. In this connection, we recommend that the Association be immediately advised of every case of unjust cancellations and returns, and that this information be made available to members at regular periods.

"We also desire to recommend the adoption of the following resolution:

"WHEREAS, the practice of a good many manufacturers in making up stocks without bona fide orders is dangerous to the industry, as with constant change in style, such stocks from time to time must be sacrificed, and it naturally becomes a buyers' instead of a manufacturers' market.

"AND WHEREAS, it must be recognized that it is most unhealthy to run any manufacturing plant, unless buyers anticipate their wants, and thereby give the manufacturers a chance to make up merchandise in due time, and enable them to organize their plants and distribute the work among their employees on a sound basis.

"AND WHEREAS, the practice of manufacturing stocks without bona fide orders creates an over-production and this becomes a financial danger to a good many manufacturers.

"THEREFORE, be it resolved that the practice of manufacturing excess surplus stocks be discontinued and that the National Association go on record as recommending that manufacturers pledge to limit themselves, as far as possible, in any extra stock manufactured, to a definite percentage of their bone-fide orders.

"We also desire to go on record as endorsing the formation of the new Joint Committee of manufacturers, distributors, yarn jobbers and spinners as this is one step further in the development of our industry along co-operative lines.

"We believe that the work of this Committee should be supplemented by holding periodic meetings with a Committee of Retailers at least twice a year for a study of the common problems confronting us."

Mr. Sampliner Reports on Publicity Campaign

The report of the Publicity Committee, as given by Mr. S. S. Sampliner and Mr. Nat C. Wildman, proved one of the most interesting of the session. Mr. Sampliner reported that $75,000 had been subscribed to the Publicity Campaign for this year's work, and stated that plans are being formulated for advertising, which would go direct to the consumer.

An illustrated talk was then given by Mr. Nat C. Wildman, showing the growing amount of publicity which is being given Knitted OUTERwear in the leading magazines and in the rotogravure sections of newspapers throughout the country. He also reported that the Knitted OUTERwear Bureau will have a booth at the National Outdoor Sports Exposition in New York, the week of May 26th, where some of the finest creations in Knitted OUTERwear will be displayed on living mannequins.

Fashion Committee Recommends Fall Types

A long discussion took place over the Fashion Committee Report as presented by Mr. B. Robbins, Chairman of the Fashion Committee. He stated that the need for this Committee arose primarily because of the remarkable growth of our industry along fashion lines, as it was felt that plans should be developed to control the change of fashion in the different branches of our industry.

"Therefore, the Fashion Committee was created and a foreign office was established for the supply of advance models and sketches of garments in vogue at the leading fashion centers in Europe. Upon receipt of these sketches and models, the Committee, with the assistance of such other trade factors as they call into consultation, decide which types of Knitted OUTERwear should be recommended for general adoption for the coming season, and will in advance of the season, promulgate their recommendations to our membership and the trade generally. In that way, the Committee believes it can overcome the reluctance of buyers to purchase in advance, for fear of change in style before delivery and thereby the association is encouraging seasonal advance business of a profitable nature."

The Committee reported that after a careful consideration of garments received from our Parisian office, they had decided to recommend that the National Association endorse for the coming fall season, the folowing types of garments:

1. Tuxedos.
2. Mannish coats on the type of the Norfolk coat.
3. Jumpers.
4. Suits and dresses.

They recommend that these be endorsed in both plain and brushed goods and that the members be advised that further details of these types will be promulgated by this committee, as the season advances.

After Mr. Robbins had completed his report, various directors spoke in favor and against the adoption of fall models. One of the main points brought forth in favor of continuing this Service, was that because of the retailers' assurance that no new styles would be adopted after he had placed his order, he would tend to become a more liberal buyer.

Mr. M. B. Shaftel pointed out the fact that the past season had been abnormal and that the Fashion plan had therefore not had a chance to prove its value.

Several other speakers furthered the idea that the plan was worth a longer trial. It was pointed out by Mr. D. Rheinauer that creative ability on the part of the manufacturer is not hampered by the recommendations, as only general types of garments are recommended, and the manufacturer can modify these as he pleases.

The report was then adopted by the Board.

Report of Standardization of Sizes Committee

A constructive report was presented by Mr. R. H. Wyner, Chairman of the Standardization of Sizes Committee. This report embodied the result of an interview by a member of the Secretarial Staff with Frank R. McGowan of the Textile Division of the Bureau of Standards.

This conference resulted in the outlining of a plan by which the Bureau of Standards would aid in the work of standardizing our garments.

Mr. Wyner recommended that a committee be sent to Washington to lay out definite plans for this work. He further recommended that when a standard size was decided upon, the Association should copyright a distinctive label of its own, stating that the size conformed to that of the Bureau of Standards of the Department of Commerce. The first garments chosen for standardization are men's, cadets' and boys' shakers made on a 2½ gauge machine.

The fact was emphasized that this standardization of sizes would greatly eliminate waste, through preventing cancellations and returns due to disagreements as to sizes.

Mr. Daniel Rheinauer gave the report of the Finance Committee, and when it appeared certain that certain important activities would have to be curtailed due to lack of funds Mr. J. J. Phoenix suggested the establishment of a sustaining membership to the Association; the subscribers to pledge a sum to be given each year for a period of five years, and to start this membership, he pledged himself to pay $1,000.00 a year. Other subscribing members pledging themselves at the meeting, were Harold R. Lhowe, Executive Counsel of the National Knitted OUTERwear Association, Daniel Rheinauer of the New York Knitting Mills, B. Robbins of the Royal-Ascot Knitting Mills, R. H. Wyner of the Shawmut Woolen Mills, and S. Woodworth of the Exmoor Knitting Mills.

The report of the Statistical Committee was received with great interest by the Directors. Mr. Harold R. Lhowe presented this report, which showed that the actual production of Knitted OUTERwear in 1922 had increased 41.2% over 1920.

The report further stated that 63% of the total mills making Knitted OUTERwear, are situated in New York State; the capital invested in these being 47.5% of the total invested in the Unitel States. Pennsylvania comes second with 12% of the total of mills and 12.9% of the capital, with Wisconsin following, with 4.6% of the mills and 10.5% of the total capital.

The report showed 14 mills with a capitalization of over one million dollars, with the majority of the mills having a capitalization of less than fifty-thousand dollars.

63,659 persons were engaged in our industry in 1922 as compared with 57,667 in 1920. The total payroll for 1922 was $61,057,745 as compared with $57,149,972 in 1920.

Of the Knitted OUTERwear produced in 1922, 75.9% was of wool and worsted; 2.6% of silk and 12% of artificial silk.

Cost Committee Report

Mr. E. H. Mahler presented the report of the Cost Committee and reviewed the work done by the Western District in the establishment of their uniform cost system.

An Industrial Engineer and a Cost Accountant were employed in this work, to visit the various mills, to discuss costs with owners and to improve methods. Every member of the Western District, revised or improved their old systems or installed new systems as a result of this work.

In 1922, Mr. Lutz, Chairman of the Western District Committee, undertook the work of writing a text book on Knitted OUTERwear costs. His plan was to make this book so simple and understandable, that any manufacturer could install an entire cost system by following the text step by step.

The text of this book is now ready and Mr. Mahler therefore recommended that an accountant be engaged by the National Association to confer with Mr. Lutz in order to revise this book for final publication, and further recommended that the book be published by the Annual 1924 Convention, and be sold to the membership at actual cost.

After the report of the Committee on Co-operation with Spinners, mention was made of the new joint Committee formed by the Eastern District and consisting of representatives of manufacturers, distributors, yarn jobbers and spinners. It was moved and unanimously passed that this Committee be made a National, rather than an Eastern District activity.

Mr. M. Katzenberg presented the report of the Arbitration Committee and called special attention to the remarkable growth of arbitration in the Eastern District, as a means of settling disputes. He urged the establishment of Arbitration Boards in each of our other district.

The Directors were the guests of the Eastern District on Thursday night at Villepigue's Inn, Sheepshead Bay, where a shore dinner was served.

The meeting closed its two days' deliberations on Friday afternoon, May 2nd, and from a review of the important decisions made, as outlined on the first page of this Bulletin, this meeting may well be considered one of the most constructive in the history of the Association.

338.405
NAT

NATIONAL KNITTED OUTERWEAR BULLETIN

Published by
NATIONAL
KNITTED OUTERWEAR
ASSOCIATION

Edited by
EMIL ZVIRIN, Secretary
347 Fifth Avenue
New York City

Number 8 June 2, 1924

General Business Conditions

From a summary of various news reports, it appears that although business generally is undergoing a mild depression, there are no real danger signs.

There is no indication of over-inflation, as may be seen by the fact that in the third week of April, the Federal Reserve System's ratio of cash reserve to note and deposit liabilities advanced to 80⅝%.

Mr. James Simpson, President of Marshall Field & Co., in a recent interview, stated that the retail distribution of dry goods apparel and kindred items for the first four months in the year, is probably equal to that of the corresponding months in 1923, and materially exceeds the same period in 1922.

Retailers and consumers, the country over, are still buying largely on a hand to mouth basis. There is an aversion to making future commitments or stocking up with more merchandise than is needed to satisfy present demands. Everyone is playing safe.

Woolen mills are doing a little better, but they still encounter stubborn resistance to higher prices, among dealers and consumers. Demand for select goods is only moderate.

Knitted OUTERwear sales in the Eastern district still remain quiet, although the market has an optimistic tone. One of the largest distributors advises that all his lines have begun moving, but that the demand is for immediate delivery. Weather conditions in the East have not been favorable, and this is blamed by some men as the cause for the present lack of business. One of the largest distributors, however, advises that all his lines have been moving, but that the demand is for immediate delivery.

Western District Will Hold Semi-Annual Meeting June 26th and 27th

A tentative program for the Semi-Annual Convention of the Knitted OUTERwear Manufacturers' Association, Western District, has been announced as follows:

Thursday, June 26th — Informal luncheon at noon, Hotel Northland. Business session, Ball Room, Hotel Northland at 2:30 p.m. Ladies' bridge party in hotel at 2:30 p.m. Banquet for members and their ladies, Hotel Northland, 7:00 p.m., with orchestra and dancing after the banquet.

Friday, June 27th—8:30 a.m., Bathing party at Green Bay Municipal Beach, or twenty mile auto drive about Green Bay. 10.00 a.m., entire party goes to Fox River Country Club for day's outing. The program will include athletics and games.

National Retail Dry Goods Ass'n Adopts "Rayon" as Name for Artificial Silk

Although the Knit Goods Industry as a whole, has opposed the selection of "Rayon" as a new generic name of artificial silk, this name was endorsed last week by the Board of Directors of the National Retail Dry Goods Association, and it is reported that they will immediately send a bulletin to their members, urging them to make use of this new name.

It is expected that retailers throughout the country will use this new word in their future advertising of artificial silk merchandise.

Action on this new name was taken at our last annual Directors' Meeting, at which time our Board of Directors approved the continued use of the words "artificial silk" as they believed that the use of this term was more appropriate in describing the product previously known as "fibre silk" than were the words "glos" or "rayon."

A Timely Warning Which Our Industry Should Heed

A recent pamphlet by David Berdon & Co., entitled "The Stockhouse Peril in the Ladies' Garment Industries," calls the attention of the dress and cloak industry to the menace of the growing practice of these industries being conducted on the basis of doing business from "merchandise in stock."

In former years, merchants in these industries generally proceeded along the conservative lines of making only a negligible amount of merchandise for stock. Sample lines would be made prior to seasonal openings, and as orders were received raw material would then be put to work on the basis of the receipt of these orders.

Within the past few years, these apparel industries seem to have undergone drastic changes in policy. In the dress line, there has become established the idea of manufacturing tremendous quantities of finished merchandise at the opening of every season.

Mr. Berdon states that he feels this new practice to be so dangerous and unbusinesslike, that unless it is curbed or radically changed, it will eventually lead to disaster for every large firm using these methods.

His reasons are:

1. Under this method, huge quantities of merchandise are made without knowing whether the same will appeal to prospective customers. As a result, there is inevitably an overproduction on some numbers, and an underproduction on others, so that profits made on the numbers in demand, are usually absorbed by the losses on those not asked for.

2. These operating methods create a buyer's market. The customer usually capitalizes this condition by deferring his buying until the last minute, so that manufacturers or jobbers carrying these heavy stocks begin to feel the financial need for moving the merchandise and are compelled to sell at prices which offer far from a safe margin of profit.

3. Inefficient and wasteful conditions are created by this attempt on the part of the manufacturer to beat his competitors in the matter of being ready first with his new season stocks.

Primarily, the solution lies in the hands of these merchants themselves. They must individually and collectively, through intelligent co-operation, radically revise present methods of doing business.

A return to the conservative sanity of pre-war years is imperative. Looking at it from the retailers' angle—his purchasing perspective is totally obscured and clouded by these huge stocks confronting him, and he is compelled to build his purchasing department upon the undesirable and unstaple basis of looking about for 'distress' merchandise.

The retailer can only build a substantial business if he is in the position to have a dependable source of reliable firms.

Associated Knit Underwear Manufacturers Hold Annual Meeting at Atlantic City

One of the developments of the annual meeting of the National Association of Underwear and Hosiery Manufacturers which is of special interest to our members, is the appointment of a special committee to go into the proposition of the formation of a "Supreme Council" for the Knit Goods Industry.

While nothing definite was decided on in this connection, newspaper reports state that the majority of members of the Associated Knit Underwear Manufacturers are in favor of going ahead with plans for this Supreme Council in conjunction with our Association.

One of the Underwear Association's activities which will be of especial interest to our members, is their work in the standardizing of sizes and measurements of Knitted Underwear.

They undertook this work by employing a Research Fellow who has worked in conjunction with the United States Bureau of Standards, and the first garments standardized by them, were the Men's One-by-One Ribbed Union Suits.

Publicity of Staple and Novelty Knitted Outerwear

Mr. Nat C. Wildman, director of the Knitted OUTERwear Publicity Bureau, in reply to a letter received from a subscriber took occasion to say:

"Your letter of April in which you draw a comparison between the value of our work to manufacturers of novelty and staple lines of Knitted OUTERwear has been received. Your statement that the producers of novelty goods are deriving a greater benefit from our promotional activities than those of staple merchandise is evidently founded upon a misunderstanding of the actual facts.

"It will no doubt interest you to know that practically our entire attention at this time is being given to staples. We have received any number of garments in this office from our various subscribers, and are making these garments the basis of our dealer material, our cut service and our publicity efforts, besides preparing and issuing articles to the tradepapers, covering these goods. We have opened channels among the farm papers of the country and other publications that can most effectively give publicity to merchandise of staple manufacture.

Right now we are playing strong on Knitted OUTERwear upon the basis of economy, utility and health. Our general articles presenting the benefits of Knitted OUTERwear thus quite naturally benefit the sale of staples even more than they do the sale of fashionable garments. We also want to call your attention to the Knitted OUTERwear Illustration Service No. 11, which has been sent by us to practically every dealer handling Knitted OUTERwear in this country. A large portion of this service, you will note, has been devoted to staples because we realize how important staples are to the vast majority of Knitted OUTERwear dealers.

We want to take occasion, however, to go on record regarding a point about which we feel very strongly, and that is the fallacy of seriously considering staples and style merchandise to be in opposition so far as related to our publicity campaign. The man who is making a heavy sweater or knitted gloves may feel that publicity given to an ultra-stylish slip-on is of no particular benefit to him, and yet we want to say most emphatically that if the style element in Knitted OUTERwear should die tomorrow, the effect would be definitely felt by every member of this industry, regardless of what he makes.

The Knitted OUTERwear Industry is not a sweater industry, nor an industry in any one particular garment; it is one of wide range of garments and fabrics. To promote the sale of each particular class is to promote the industry at large, and it is our consistent purpose to overlook no single item in the list. And, it is our further purpose to represent each one of our subscribers in all our activities.

"We trust that the views expressed in this letter will increase your appreciation of the worth of our work to you, and other manufacturers of staple merchandise."

The opinion of our members on this subject would be of considerable interest.

Knitted OUTERwear Bureau's Display Outstanding Feature of Outdoor Sports Exposition in New York

The Knitted OUTERwear Bureau's display at the Outdoor Sports Exposition held at the Grand Central Palace, New York City, the week of May 26th, proved a remarkable drawing card, and was easily the best feature of the show, according to newspaper comments. The Bureau used three booths to display various types of Knitted OUTERwear, and at the same time, staged a Fashion Show, with models displaying every type of Knitted OUTERwear from bathing suits to tobogganing outfits.

Do you realize that the regard of the worker for his employer, and his attitude towards his job, is what determines the output in a plant, and is more important than fine mechanical equipment?

The Department of Commerce of the United States Asks Your Aid in Avoiding a Coal Crisis.

Secretary Hoover of the Department of Commerce, has written the Association, asking us to bring the following facts to the attention of the coal consumers of our industry.

He states that the great danger point of traffic congestion is the fall season when the combined crop of winter goods, and household coal movements have always combined to create a car shortage, except during 1923, when the manufacturers and distributors co-operated to avert congestion.

Security lies in repeating the storage performance of last year, by the manufacturers of the country taking reserves of coal during the months of May, June and July, thus foregoing the necessity of coal shipments during the peak period in competition with the household movement.

There is also the national problem of securing cheaper coal by maintaining more regularity in the production of our coal mines through planning out seasonal fluctuations. This can only be done if consumers are willing to store coal during the low production season.

There is, therefore, every transportation and financial reason for storing coal now, in preparation for the Fall need.

ARE YOU SUFFERING FROM "RETURNITIS"?

Complaints to the National office have been becoming more and more frequent lately, that merchants are unjustly returning merchandise ordered by them.

In this connection, one of our members has suggested that manufacturing members reprint in circular form, the following section of our Code of Ethics, placing special emphasis on the section dealing with unjust returns of merchandise.

"The Knitted OUTERwear Manufacturer in Relation to his Distributor."

1. The distributor is your final sales department. He is your point of contact with your ultimate customer. Therefore, he should be accorded the same consideration as you give your sales department.
2. Misrepresentation or misbranding of goods or materials is distinctly dishonest.
3. Goods leaving the factory damaged, or giving unsatisfactory wear, because of faulty construction or materials, should be exchanged willingly.
4. Unjust returns of merchandise; unfair requests for exchanges; deduction of excessive discounts; deductions of discounts after due date, and cancellations, should be vigorously contested.
5. Price discrimination between customers, except the practice of fixed discounts for large quantities, is unfair.
6. The manufacturer should admit error promptly, adjust mistakes cheerfully, and should always give the customer the benefit of the doubt.
7. Truth in advertising is of utmost importance.

MACHINERY, Etc., FOR SALE

FACTORY FOR SALE OR RENT IN POUGHKEEPSIE, N. Y.

Brick factory, four stories, about 75,000 square feet on each floor. If interested communicate with the Association offices—**No. 698.**

Interested in a 12 gauge, 16 or 17 inch needle cylinder for Brinton sinker tops—**No. 697.**

2 16 inch machines, fine and coarse cut, dial and cylinders, full automatic.

1 36 inch Ainslee brushing machine, brand new—**No. 696.**

Will exchange one 17 inch Brinton machine with new 852 needle cylinder 42 gauge for a 16 inch Brinton machine with 750 to 800 needle cylinder, 36 gauge—**No. 695.**

Two Tricot machines (Swiss mufflers), type 705-C, 72 inch space—**No. 694.**

Sections of coning machine either one or two 20 spindle sections—**No. 693.**

Two 8 gauge, 24 inch full automatic, 3 yarn guides.

Two 8 gauge, 22 inch half automatic, 2 yarn guides.

Three 5 gauge, 24 inch full automatic, 3 yarn guides.

Three 5 gauge, 22 inch half automatic, 2 yarn guides—**No. 692.**

A number of circular necktie machines—**No. 688.**

Twenty and twenty-four spindle bobbin winders in very good condition. Price reasonable—**No. 687.**

MACHINERY, Etc., WANTED

35 inch cylinders with bows and spreaders for Tompkins knitting machine—**No. 691.**

Two 12 gauge single bed shaker machines—**No. 690.**

Power twin head shaker sleeving machine, 2½ gauge, 20 inch heads, short, carriage type—**No. 689.**

300-500 used bobbins, in good condition for a Payne Winder; diameter of bottom surface of the bobbins to be 7 inches and height 17 inches—**No. 685.**

SITUATION WANTED

Five years' experience in the knit goods line, also held various positions, such as head shipping clerk, head stock clerk, and also took charge of the billing—**No. S-54.**

HELP WANTED

One or two good salesman to sell line of Sweaters and Bathing Suits to the retail trade. Concern wants to secure men for Pennsylvania, Ohio, West Virginia, Kentucky, or any territory if the man is a good one. This man must have had experience and must have personality—**No. 53.**

338.405
NAT

NATIONAL KNITTED OUTERWEAR BULLETIN

Published by
NATIONAL
KNITTED OUTERWEAR
ASSOCIATION

Edited by
EMIL ZVIRIN, Secretary
347 Fifth Avenue
New York City

Number 9 June 24, 1924

Standardization of Sizes Committee to Confer with Bureau of Standards

A special committee of our Association will confer with officials of the Bureau of Standards of the Department of Commerce on Friday, June 20th, in Washington.

This conference is preliminary to the work of the National Association on the standardization of sizes in our industry. The first garments to be considered are the men's, cadets' and boys' 2½ gauge shakers.

Those attending this conference are: Messrs. R. H. Wyner, Chairman; Shawmut Woolen Mills, Stoughton, Mass.; A. W. Johnson, National Knitting Mills, Milwaukee, Wisconsin; Lester D. Marsh, Cub Knitting Mills. Malden. Mass.; A. Titleman, Arr-Tee Knitting Mills, Philadelphia, Pa.; Stanley Woodworth. Exmoor Knitting Mills, Chicago, Ill.; William Zvirin of the National Knitted OUTERwear Association.

Plans Maturing for Formation of Supreme Council of the Knitting Industry

The National Association of Knitted Underwear Manufacturers at their recent convention in Atlantic City took active steps toward the creation of a conference committee between the various national organizations engaged in manufacturing knitted products.

As our members will recall, this matter received consideration during the last semi-annual meeting of the directors of our National Association, and a resolution was passed approving the idea and authorizing our participation in this movement.

The National Association of Knitted Underwear Manufacturers have appointed their former president, Mr. L. U. Lynt and R. S. Cooper, as their representatives on a committee to consider the formation of this council, and our president has designated Mr. J. J. Phoenix, First Vice-President, and Mr. Sidney Worms, Ex-President as representatives of our National Association.

Knitted OUTERwear Conditions in the New York Market

The consensus of opinion among New York manufacturers and distributors of Knitted OUTERwear is that at last the market has taken a turn for the better.

One large manufacturer reports sales very much better than a month ago. with special demand for men's golf-coats. There is more of a feeling of optimism in the market than for some time past. Another manufacturer reports business slightly better with the demand especially big for sleeveless garments.

Retailers are reported as being entirely out of OUTERwear stock—and the next few weeks will probably see an increasing demand for immediate delivery orders.

The demand for bathing suits has also picked up in the New York market—with prospects for "rush orders" for the next few weeks.

The Fall outlook, according to most of those consulted, is promising, and it is predicted that there will be a real revival in demand for that season.

Slight Exports of Knitted OUTERwear Reported by the Department of Commerce

Although the total amount of knit goods exported in March of 1924 amounted to $977,734.00, the major part of the exportations consisted of hosiery, amounting to $721,219.00, and underwear amounting to $232,524.00, OUTERwear, including sweaters, shawls and gloves, were exported in the amount of $24,000.00.

The largest export purchasers of Knitted OUTERwear were the Philippine Islands.

Color Card Committee Chooses Fall Colors

The Color Card Committee of the National Knitted OUTERwear Association, in consultation with the Textile Color Card Association of America, has selected the following colors as those which will be most fashionable this Fall.

"Pitchpine," a color inspired by pine needles. It is a soft gray green of the green lanvin category.

"Triton," another green, dark and rich, slightly blue in tone and similar to the old Russian green.

'Fallow," a beige tone.

"Praline," a new light shade of tan with a pinkish quality.

"Sepia," a dark brown.

"Renaissance," a new fuchsia shade, which is said to promise well for fall sportswear.

"Gobelin," a gray blue, inspired by the famous tapestries of that name.

"Squirrel," the color of the gray squirrel fur.

"Lacquer," the shade of old Chinese red lacquer.

"Persimmon," a rich modification of the rust shade.

Knitted OUTERwear experts, who have seen the new colors, expect considerable popularity for "Pitchpine," "Renaissance" and "Squirrel."

Color Cards are now being prepared, showing wool yarn dyed in the above colors, and these will be ready for distribution within the next few days. Send in your order today, so that you can get your copy on time.

Every member should also have in his office, a copy of our Standard Color Card, containing the forty-four standard staple shades used in the Industry. Every dyer is prepared to furnish exact reproductions of these standard shades. If you have not received your copy, we will forward it immediately on receipt of your order. The Standard Card is $2.50 to members, $4.00 to non-members. The Fall, 1924, supplement is $.50 to members, $1.00 to non-members.

Annual Convention Dates Chosen

Thursday, Friday and Saturday, September 18, 19, and 20, have been definitely chosen as the dates for this year's Annual Convention of the National Knitted OUTERwear Association at Philadelphia.

The Hotel Bellevue-Stratford has been selected for the meetings and the banquet, and a committee of "hustlers" has been selected by the Philadelphia District to make this Convention the best yet.

A campaign is being prepared to get everyone interested in any way, in Knitted OUTERwear production. to attend this annual meeting. and new features are promised including the staging of a Fashion Show, which will set up a new standard for our conventions.

Association Successful in Stopping Misrepresentation in Labeling

There was recently called to the attention of the Complaint Department of the National Association the case of a firm which was placing labels in their garments containing the words "hand knit" when the garments were actually made by machine and merely finished by hand.

We succeeded in getting one of these garments and turned it over to the National Vigilance Committee of the Association Advertising Clubs of the World to investigate the matter. and we are just in receipt of a letter from them which states that the label about which we complained will no longer be used on the particular style of sweater about which we wrote.

The firm complained against further says they are using special care to see that none of their merchandise goes out mislabeled and they further express a willingness to follow any reasonable suggestions we might see fit to make regarding the proper labeling of hand and machine knit goods.

If any similar case has come to the attention of any of our members, do not hesitate to call it to the notice of the Association.

Style Center for Knitted OUTERwear is United States

According to a statement in a recent issue of the Daily News Record by a prominent businessman, American, not European, markets are the center for style in Knitted OUTERwear. This man states that for cloths and color combinations, we must still go to Europe, but as regards styling a garment, we in America do a better and more artistic job than the Europeans. As an indication of the truth of this statement, Europeans are now arranging to keep in touch with the latest style developments in American markets.

Most of the styles which do originate in Europe. this man went on to say, come. not from Paris, but from Vienna, and the latter city is considered the style center of Europe for Knitted OUTERwear.

Due to the fact that the European manufacturer has kept up the quality of his garments, the European woman is wearing increasing quantities of

Knitted OUTERwear. All the large European mills are reported as being sold up for the next five or six months. The most popular model in Europe is the coat, rather than the slip-on.

Eastern District Forms New Adjustment Committee

One of the most important movements recently undertaken for the benefit of members, has been the formation of an Adjustment and Bankrutpcy Committee by the Eastern District of the National Association.

The aims of this committee are chiefly two. First, they intend to organize Association Creditors of any firm which has failed, and to take care of all the details of the bankruptcy free of charge. An accountant has been engaged by the Association to handle the organizing of creditors and to protect Knitted OUTERwear creditors' interests to the fullest extent.

The second and perhaps more important function of this committee will be to aid any of our members, who find themselves in financial straits, so that they will not be compelled to go through insolvency. This aid will consist in making an examination of the mill's standing and, if it is found that with certain extensions, the firms can be kept from going to the wall, recommendations will be made to this effect to creditors of the concern.

This type of committee has already proved very successful in a number of other trade associations, notably the United Women's Wear League and the Eastern Millinery Association.

Department of Commerce Reports on Market for Knitted OUTERwear in Peru

Peru, due to the fact that during five months of the year warm outer clothing is necessary because of the damp climate, offers a potential market for Knitted OUTERwear, says W. N. Pearce, Secretary to the commercial attache at Lima.

In Peru, the use of knitted garments is steadily growing, and if European competition can be met in so far as prices and terms of payment are concerned, there is no reason why American products of this kind should not obtain a larger share of the total trade than they at present command.

Any of our members interested in extending their trade to Peru, should write us for a bulletin giving further details of the market.

" 'Quality' Must Be Our Watchword," Says Pres. Waitzfelder

"Trying to sell Knitted OUTERwear that is lacking in quality may with much accuracy be compared to the playbill which is said to have announced the tragedy of Hamlet with the character of the Prince of Denmark left out," says President Waitzfelder, in a recent statement to the press. "In each instance the trouble is the same—the character is missing. And a merchant can no more hope to succeed in business without selling character than he can if his stock of other commodities was exhausted.

"Merchandise sold only on the price appeal not only means an immediate loss in profits, but an eventual loss in prestige. There has been too much underestimating of the public's taste as well as their intelligence. It is a good policy to trade up, not down. A sweater or jacquette that sells for $10 not only returns a better profit than the $3.50 article, but insures better wear, better fit, and a satisfied patron, proving again that quality is remembered long after the price is forgotten. In a word, it is a 'character witness' for the merchant and his store.

"It is this character that represents good will, the most valuable asset of the merchant. It is character that makes a pleased customer and brings him back again and again to the store where he finds it. It is character that makes the business world go around, and he who does not take it into his calculations will wreck his ship upon the rock of public disapproval.

"A glaring example of what I mean was afforded in the meteoric rise and fall of brushed wool. Knit jackets made of long fibre yarn came into public favor. They bade fair to enjoy a continuous sojourn upon the stage of popularity, for they were both useful and good looking, but, behold, the bad actor, Inferior Quality, came along and spoiled the show. It was found that an ordinary knit garment could be made to simulate the appearance of the long fibre article by treating it to a process that shredded and elongated the wool. Displayed side by side, they looked very much alike to the uninitiated consumer who, guided by the price tags, naturally bought the cheaper one—and was stung. This garment, its texture impaired by the rough treatment it had undergone, failed to give service and made for dissatisfaction all around, resulting in casting the shadow of suspicion on the reliable article and causing it to wither and die prematurely.

Such tactics are far different from the effort to reduce costs of production and distribution legitimately, thus securing larger volume and opening up the utility of an article to a greater number of possible users."

What Has the Coffee Business in Common with Knitted Outerwear? Read Below!

The article quoted below from a recent issue of "Printer's Ink," can be applied with equal force to the Knitted OUTERwear Industry. It is a sound argument against the present tendency to cut prices.

"There is one feature of this everlasting price argument that does not get the attention it deserves. This is that business built entirely or mostly on price often has a very shaky and risky foundation. After all, the two elements that count for the most in making a success in selling are quality and service.

"Take coffee. This is the commodity which I started selling for my present house when I went on the road twenty-five years ago. I know something about coffee now that I didn't know then, and something that can be applied to a considerable list of merchandise—especially in the wholesale grocery line. This is that it is impossible to judge the quality by the appearance. Consequently the retailer and the consumer are pretty much in the habit of gauging the quality by the price they have to pay. I know of many instances where high-grade coffee, sold at prices forced down low by competition, has been regarded as of poor quality for that very reason.

On this account it is best to price merchandise at a fair figure and not to cut for the mere purpose of getting business or meeting competition. When prices are put lower than the seller knows they ought to be, the object of course is increased business. The thing is very likely to work inversely and tear down volume instead of build it up.

It has been the experience of the concern of which I am now sales manager—and this is backed up by the individual experiences of myself and many of my salesmen—that price after all has comparatively little to do in building up sales on a permanently satisfactory and growing basis."

MACHINERY, ETC., FOR SALE

Otwood spoolers, 72 spindles to a machine.
Universal coning machine.
Brinton necktie machine.
Newman and Hoffman machine—**No. 699.**

FACTORY FOR SALE OR RENT IN POUGHKEEPSIE, NEW YORK

Brick factory, four stories, about 75,000 square feet on each floor. If interested communicate with the Association offices—**No. 698.**

Two 16″ machines, fine and coarse cut, dial and cylinders, full automatic.
One 36″ Ainslee brushing machine, brand new—**No. 696.**

Will exchange one 17 inch Brinton machine with new 852 needle cylinder 42 gauge for a 16 inch Brinton machine with 750 to 800 needle cylinder, 36 gauge—**No. 695.**

Section of coning machine either one or two 20 spindle sections—**No. 693.**

Two 8 gauge, 24 inch, full automatic 3 yarn guides.
Two 8 gauge 22 inch, half automatic 2 yarn guides.
Three 5 gauge 24 inch, full automatic 3 yarn guides.
Three 5 gauge 22 inch half automatic 2 yarn guides—**No. 692.**

MACHINERY, ETC., WANTED

Ten Brinton necktie machines with four color changers (would like to locate machines of an old serial number)—**No. 700.**

35 inch cylinders with bows and spreaders for Tompkins knitting machine—**No. 691.**

Two 12 gauge single bed shaker machines—**No. 690.**

Power twin head shaker sleeving machine, 2½ gauge, 20 inch heads, short carriage type—**No. 689.**

Interested in a 12 gauge, 16 or 17 inch needle cylinder for Brinton sinker tops—**No. 697.**

To reach Buyers the Trade Journal offers the most effective medium.
The Journal of *your* trade is
Sweater News *and* Knitted Outerwear
321 BROADWAY, NEW YORK

338.405
NAT

NATIONAL
KNITTED OUTERWEAR
BULLETIN

Published by
NATIONAL
KNITTED OUTERWEAR
ASSOCIATION

Knitted OUTERwear deserves the preference ©

Edited by
EMIL ZVIRIN, Secretary
347 Fifth Avenue
New York City

Number 11 August 1, 1924

Plans for National Convention Completed

The preparations the Philadelphia District is making for the Annual Convention this year, are such, that this convention will set a new precedent, and will be the most successful ever held by the Industry.

In telling Sweater News of the convention, Mr. Portner says:

"Never in the history of Philadelphia's organization, has there been so much evidence of a feeling of kinship and interest as in our work for the success of the convention. While it is undoubtedly true that from a standpoint of their relationship as competing mills, rivalry for business has not been so keen for years, yet the members of Philadelphia's group are going to pull together like a forty-mule team.

"This is not an empty assertion. It is backed by cash subscriptions and by real work. We have practically all the money in bank now that is required to put over a convention that knitters from Maine to California will never regret having attended. Instruction and counsel for the good of the industry will be the main features of the program, so far as we have gone with it."

THE LIBRARY OF THE
UNIVERSITY OF ILLINOIS

The members of the committee in charge of arrangements for the convention are:

L. O. Lohmyer—Chairman, Thurman Mfg. Co.

Entertainment—Arthur I. Lichtenstein, Franklin Sweater Mills.

Printing—Abraham Titelman, Arr-Tee Knitting Mills.

Fashion Display—Bernard Robbins, Royal Ascot Mills.

Hotel and Transportation—Bernard Steuer, United Knitting Mills.

Financial Committees:

Knitters—John Sichel, Grushlaw and Sichel.

Spinners—Fritz Quittner, Roosevelt Worsted Mills.

Dyers—Joseph B. Knipe, of W. E. Knipe and Sons.

Knitted Neckwear Group—Virgil Hughes, Keystone Knitting Co. and Louis Braude, Braude Brothers.

Badges—William Sewall of Roxborough Hand Knitting Co.

General Situation in Knitted OUTERwear Market Very Much Improved

If New York can be taken as the barometer of the Knitted OUTERwear market, we can safely say that the recent depression suffered by the market is past, and that we can look forward to a prosperous Fall season.

One lesson well learned in this district, is that it does not pay to foist shoddy merchandise on the market. The flood of second and third rate goods which appeared in every part of the market this spring, sold very rapidly at first because of the low price appeal, but as the women noticed what happened to these goods when they had worn them once or twice, there was a sudden lull in the demand, which has never been revived, and the call today is for better quality merchandise.

In Cleveland, the Knitted OUTERwear outlook for Fall business, particularly in the staples, is good. Manufacturers are already shipping against their Fall orders, quite a few of which had been booked.

Philadelphia reports that conditions are showing signs of improvement. Manufacturers are at last commencing to receive real orders.

"The human element in industry is the factor of greatest importance. Capital cannot exist without labor and labor without capital is helpless. The development of each is dependent upon the cooperation of the other. Confidence and good will are the foundation of every successful enterprise, and these can be created only by securing a point of contact between employer and employee. They must seek to understand each other's problems, respect each other's opinions, and maintain that unity of purpose and effort upon which the very existence of the community which they constitute and the whole future of democratic civilization depend."

Pithy Paragraphs by Prominent Knitted OUTERwear Men

Mr. A. S. WAITZFELDER—"Never has it been more important for the dealer to follow the policy of trading up, than right now. Never before was there a greater urge for the dealer to give his customer better merchandise—something that he can stand back of and feel reasonably sure will give satisfaction."

Mr. DANIEL RHEINAUER — "The time is rapidly approaching when standardization of qualities will be accomplished. When that day arrives, the manufacturer, or the middle man, or the dealer, who violates a standard, will face an immediate and drastic penalty. No honest businessman can be contented with his business while feeling that his trade is being used by others, who are unscrupulous, to make an unearned dollar."

Mr. SPEPHEN GORDON — "If a manufacturer knows exactly what it costs him to produce a given article, it is hardly possible to conceive of him selling it at a heavy loss. The misguided manufacturer who estimates his costs too low, or allows a jobber to persuade him to sell at a loss, establishes a market price which is hard to break, until the demand becomes so great, that the supply of cheap merchandise is exhausted, and the legitimate priced merchandise must be purchased."

Mr. I. P. COHEN—"To my mind, quality standard means nothing more nor less than giving a dollar's worth of merchandise for a dollar. We are abusing our own interests and the interests of the Industry at large, when we attempt to sell for a dollar, something that costs $1.10 to produce, just as much as we are if we attempted to get a dollar for something that costs us twenty-five cents to produce."

The Biggest and Best Value We Can Offer You for Two Cents

That's all it will cost you to try out our department of technical experts! Do you want to know the best way of stocking yarns? Are there any questions on machinery on which you'd like the opinion of expert mechanics who have devoted the best years of their life to studying the various quirks of knitting machinery? Or perhaps you want to get some points on how to route your goods properly thru the mill — or want an opinion from the Committee on waste elimination?

In fact, if there are any questions at all in connection with Knitted OUTERwear, give the Technical Committee a chance to give you the benefit of their experience. They're hankering for work, so write in **today**, giving them at least **one** problem.

Conference Held to Discuss Organization of Inter-Association Conference Committee

The first step towards the formation of an Inter-Association Conference Committee, was taken at a meeting held on Tuesday, July 22nd, 1924, in New York, at which the following representatives of the Knit Underwear Manufacturers of America and the National Knitted OUTERwear Association were present.

The men representing the underwear interests were:

R. S. Cooper, Cooper Underwear Co. of Kenosha, Wis.

L. U. Lynt of Little Falls Mfg. Co.

Those representing our Association were:

Sydney Worms of the Franklin Knitting Mills, New York City.

J. J. Phoenix of the Bradley Knitting Mills, Delavan, Wis.

In addition to these, Mr. Roy Cheney of the Associated Knit Underwear Manufacturers and Harold R. Lhowe, counsel to the National Knitted OUTTRwear Association attended the conference.

A general discussion of the advisability of the formation of such a council was held at this meeting, and altho nothing definite was decided upon, another meeting has been arranged for the near future, when it is expected that arrangements will definitely be made for the organization of this council.

A Typical Arbitration Result

Several weeks ago a member of our Western District Association made a complaint against a Pacific Coast retailer and upon our taking up the matter with the retailer and discovering that an honest dispute existed, we urged submission of the controversy to arbitration, which was accepted by both parties.

The data of this dispute was submitted to an arbitrator in Milwaukee through the mails, and an award made in favor of the manufacturer.

The retailer on receiving notice of the award sent the Association a check in full settlement, and writes us as follows:

> "Enclosed please find our check in full of account with the Knitting Mills, in accordance with the decision rendered in the arbitration between us.
>
> "We wish to thank you very much for all the trouble you have had in this matter, and for the courteous

way in which you treated us all the way through."

Are your disputes terminated in this pleasant and satisfactory manner?

Knitted OUTERwear Bureau Has New Field Man

The services of Mr. Morris Kaplan have recently been enlisted to represent the Knitted OUTERwear Bureau in its task of obtaining a bigger and better support for our campaign.

Mr. Kaplan has had many years' practical training and experience in the industry, as President and General Manager of the Jersey Knitwear Corporation of Philadelphia, Pa., and Vice-President of the Consolidated Sportwear Industries, Inc. of New York, Chicago and Philadelphia. His knowledge of the manufacturing and distribution of Knitted OUTERwear singularly adapts him to the task at hand. He is thoroughly conversant with the motives and objectives back of the campaign, and is keenly alive to the possibilities for increased membership.

Tubize Silk Company Issues Book on Artificial Silk

Users and prospective users of artificial silk will be interested in a book on artificial silk prepared by the Tubize Artificial Silk Company of America, which gives the history of the development of Tubize Artificial Silk.

Any of our members interested in receiving this booklet, can obtain it either from the Association offices or by writing direct to the Tubize Artificial Silk Company of America.

A Time and Money Saver

The Post Office Department has asked us to call to the attention of all members, The New Day and Night Transcontinental Air Mail Service, which began regular operation on July 1st.

This service will accomplish two important results for industry. It will reduce the time of mail transportation between oceans from 120 hours to an average of 33 hours. Secondly, it will make the acceleration of mail possible to a wide belt, extending from 500 to 1000 miles north and south of the line of flight.

To make communication easier and quicker is valuable to both commerce and industry, and will contribute to our general prosperity. The air mail is operated to save time and money for American business.

Western District Goes on Record as Opposing Legislative Attacks on Industry

At the semi-annual meeting of the Knitted OUTERwear Manufacturers' Association, Western District, a resolution was passed pledging the support of the Western District members to those legislative candidates in the several districts who are known to be fair to the interests of business and industry.

It was further stated at this meeting that information and advice on this subject is to be furnished to all members at the proper time by the Association offices.

Representative in Argentina Looking for Knitted OUTERwear Line

A representative of foreign houses in Buenos Aires, desires to get the representation of a large manufacturer of Knitted OUTERwear for Buenos Aires or the entire Argentine republic.

Get in touch with the Association if interested.

Do You Know What Shades Will Be Popular in Knitted OUTERwear for Fall 1924

Renaissance is reported to be gaining favor as a sports color. Triton and Lacquer will also be leading shades this Fall.

See these colors on our Fall color card, a limited supply of which are still on hand at the Association offices.

Fall 1924 color cards—50 cents each; Standard Color Cards, containing the 44 staple shades of the Industry $2.50 each.

Knitted OUTERwear Bureau Broadens Its Field

With the September issues of the leading fashion magazines, the Knitted OUTERwear Bureau will fire its first broadside in its direct to the consumer campaign.

The names of the magazines chosen for the first full page ads in this campaign, speak for themselves: Vogue, Harpers Bazar, and Vanity Fair.

These magazines are the recognized arbiters of fashion in the U. S., and are read by the majority of well dressed men and women here.

SITUATIONS WANTED

Designer and Production Manager—4 years' experience in Knitted OUTERwear.—**No. 60.**

First class mechanic understands Leighton circular, Staff and Holt, Wildman, Scott and Williams, and flat machines.—10 years' experience.—**No. 58.**

Production man desires inside job, has had 2 years' experience in keeping factory records, and general run of mill, details in novelty sweater factory—**No. 56.**

MACHINERY, ETC., FOR SALE

For sale some flat knitting machines of 5-7-8-10-12 gauge running from 20 in. to 22 in. in width made by Sander and Graff and Cloes and Flaetge—**No. 711.**

First and Second floor lofts of the building of 34 East 9th Street.

This is a factory building, well adapted for manufacturing purposes and having about 1200 square feet of space on each floor. Each floor can be rented for a period not less than one year, immediate occupancy, the first floor loft at $840 per annum and the second floor at $600 per annum.—**No. 710.**

700 pounds of size 2/20 Navy worsted 6's grade, in skeins, at $1.25 per pound.

850 pounds of size 1/10 Navy cotton yarn, on cones, at 55 cents per pound. Terms on the above are 2%, 10 days F. O. B. Milwaukee.—**No. 709.**

LOFT TO-LET—Cor. Summit Ave. & Graham St., Jersey City.

50x90—light on 4 sides, 30 minutes from 33rd St. by Hudson tube. Ground floor concrete—high ceiling—brick building.—**No. 708.**

2-20 Spindle Foster Cones. First class condition.—**No. 707.**

1000 lbs. Imported Mohair 2/26 to sell at sacrifice.—**No. 703.**

70	lbs.	2/20	wool	old rose	
125	"	2/20	worsted	Maroon	
50	"	2/14	"	Navy	
200	"	2/10	"	Black	
500	"	2/20	"	Khaki, O. D.	
175	"	2/20	"	"	Dyed.
1300	"	2/20	"	"	O. D.
70	"	2/26	"	"	Dyed.
200	"	2/20	"	Peacock	
50	"	2/20	"	Turquoise	
2500	"	any size, quality and color.			

MACHINERY WANTED

24 gauge Raschel machines.—**No. 706.**

Man interested in purchasing a complete plant, containing hand and power machines.—**No. 705.**

Jumbo machine 2½ cut from 30 to 36 inches long, semi-automatic power and 2½ cut Jumbo circular machines.—**No. 704.**

HELP WANTED

Salesman Wanted—sell men's line of high grade sweaters—any territory including greater New York. Commission basis.—**No. 61.**

Men to sell Knitted OUTERwear for an old, well established house. Will not entertain any applications except from men who can prove a well established following. With such men we will make attractive arrangements.—**No. 59.**

TO reach Buyers the Trade Journal offers the most effective medium.

The Journal of *your* trade

is

Sweater News *and* Knitted Outerwear

321 BROADWAY, NEW YORK

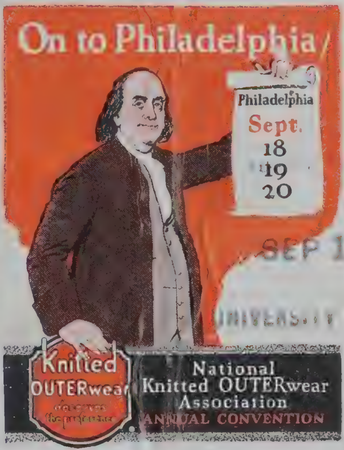
338.405
NAT
05

NATIONAL KNITTED OUTERWEAR BULLETIN

Published by
NATIONAL
KNITTED OUTERWEAR
ASSOCIATION

Edited by
EMIL ZVIRIN, Secretary
347 Fifth Avenue
New York City

Number 12 September 1, 1924



SEP 10 1924
UNIVERSITY OF ILLINOIS

Send in Your Reservation Today for the 1924 Convention at Philadelphia!

Write us today for special information regarding reduced railroad rates to the convention, and at the same time, advise us what hotel reservations you desire.

And then get ready for the most interesting and enjoyable convention you have ever attended!

Knitted OUTERwear Market Showing Visible Signs of Improvement.

If the New York market is to be taken as a barometer of the demand for Knitted OUTERwear, we can confidently say that prospects for Fall business are very promising.

Buyers are visiting the selling offices in greater numbers than for the last eight months, and large quantity orders are being booked.

One of the hopeful signs of the present demand is the fact that buyers are demanding quality goods, and are steering clear of the cheaper grade of merchandise which was a drug on the market last spring.

A popular type of garment in the Eastern market has been a brushed coat with a collar, resembling fur, but made of wool.

Philadelphia reports that the general feeling in the Knitted OUTERwear market is one of optimism and sales are fairly brisk.

Cleveland factories are also busier than they were some weeks ago, with a favorable outlook for Fall business.

NATIONAL ASSOCIATION ACTIVITIES

Standardization of Sizes

The questionnaire on standard sizes for shaker sweaters has been revised, and is now in the hands of the Standardization of Sizes Committee for their final O. K.

After being approved by them, it will be sent out to all our members manufacturing shaker sweaters.

Cost Committee

Arrangements are being completed to publish the cost book written by Mr. W. Lutz of the National Knitting Company, and we expect to have this book ready by October 1st.

Fashion Committee

A Fall and Winter Fashion Show was held in New York City on August 28th, 1924. At this show there was displayed some of the finest American reproductions of Knitted OUTERwear for the Fall and Winter. A meeting of the Fashion Committee is scheduled to be held some time this month, to lay out definite plans for future activity.

Publicity

Our National Consumer Advertising Compaign will feature full page ads in the September issues of Vogue, Vanity Fair and Harper's Bazar. This marks the beginning of an advertising campaign to the higher grade market, with whom styles originate.

Statistics

Pamphlets are on the press now and will go out to our members this week, giving a statistical study of the size and development of the Knitted OUTERwear industry in the United States, up to the beginning of 1923.

Trade Practice

The Code of Ethics placard will be issued to members within the next few days. Following up the custom of issuing letters regarding some phase of trade abuse, we have, this month, sent out letters to all members regarding the evils of unjust returns and of carrying surplus stocks.

Inter-Association Council

The first steps in the formation of an Inter-Association Council of the knitting industry were taken during the past month, when representatives of the National Knitted OUTERwear Association and of the Associated Knit Underwear Manufacturers of America met in conference in New York. We will keep you fully advised of any new developments along these lines.

National Retail Dry Goods Association Suggests Conference on "Made in U. S. A." Merchandise.

Mr. Lew Hahn, Managing Director of the National Retail Dry Goods Association, in an interview with a Daily News Record reporter, states that in his opinion, it would be of great value to the American Textile and Apparel Industries, to have delegates from every association in those industries meet together next month, and discuss methods of inculcating in the America people pride in fabrics and clothing made in the U. S. A.

Mr. Hahn states that if the merchants would put part of the emphasis on domestic goods which is now being placed on imported goods, our garments would easily acquire the glamour which is now attached to foreign commodities.

The prosperity of American trade depends, to a very high degree, on the activity of our mills and clothing plants and on the continued employment of their workers. It is, therefore, a matter of self interest, besides being a matter of patirotism, that dealers inculcate in the American public the conviction that American goods have as high merit, if not higher, than the imported article.

We would like to receive our members' comments on this most important topic.

New England District Elects New Officers.

Our New England offices have just announced the election of the following new officials and directors for the ensuing year:

President: Louis C. Brine, of the Kingston Knitting Mills.

Vice-Presidents: Bertram E. Green, of the Revere Knitting Mills; Thomas F. Reilly, of the Gold Mark Knitting Mills.

Treasurer: Lester D. Marsh, of the Cub Knitting Mills.

Secretary: Robert P. Smith, of the Robsmith Knitting Mills.

Directors: Louis C. Brine, of the Kingston Knitting Mills; A. H. Fairbanks, of the Middlesex Knitting Mills; Bertram E. Green, of the Revere Knitting Mills; R. N. Armstrong, of the Armstrong Knitting Mills; S. P. Kaplan, of the Suffolk Knitting Mills; Lester D. Marsh, of the Cub Knitting Mills; Thomas F. Reilly, of the Goldmark Knitting Mills; John Abbott, of Tom Wye, Inc.; Rudolph H. Wyner, of the Shawmut Woolen Mills; Robert P. Smith, of the Robsmith Knitting Co.; Geo. V. Buxton, of the Novelty Knitting Co.

We desire to congratulate these men on their election to these positions, and offer them our co-operation in enlarging and increasing the value of their District Association.

ALL ROADS LEAD TO PHILADELPHIA!! SEPTEMBER 18 - 19 - 20

Mr. Mahler Discusses the Attitude of Manufacturers Towards a Trade Association.

President Mahler expresses his attitude towards membership in a Trade Association as follows:

"A progressive manufacturer, in going over his expense, account does not overlook association dues. Members contributing several hundred dollars are asking themselves whether or not that item cannot be saved.

"Certainly it can! It is much easier to destroy than to build! The man who suggests withdrawing support from his association is just as short-sighted as the man who cancels his fire insurance, because of the expense involved. The energy, the thought, the money, the labor, which has been expended on the building up of the one agency through which the industry functions and expresses itself, can be destroyed over night.

"How many members realize that they are expending a little more than 1-10 of 1 per cent of their sales for association dues, on the average? Many unions demand a dollar a week from their workers for the support of the organization which looks after their interests. A dollar contributed by a worker means a greater sacrifice than a $100 expenditure by most manufacturers. Yet we consider withdrawing support from our association when we have not only our years of labor to preserve and to protect, but also our millions of capital. Shall we refuse to do as much for ourselves as employers, as the laborer finds it necessary to do for himself?

"Suppose the next Congress attempts to reduce the tariff; to enforce a compulsory labeling bill. Suppose our workers organize or our State legislatures attempt destructive legislation? Who will fight our battles for us?

"You say there will always be progressive men to take up these issues. But what weight will their arguments bear, unless they have the moral support of the entire industry expressed through its organization?

"No industry of consequence is without an organization today, and the reason is that no industry can preserve itself without an organized effort. The millions poured into association treasuries by hard-headed business men are put there because it is a necessity and not because they have no other use for their money.

"You have become so used to the benefits derived from your association that you accept them as a matter of course. You would not miss them until they were taken away from you.

"Intangible as association work may seem to men who keep their noses close to the grindstone, and therefore, have no vision, it is, nevertheless, real, and is a forceful factor in the preservation of the industry to which you are devoting your lives.

"No matter how drastically you must economize, allow your association to continue its work. Permit it to be ready to function in every emergency. Preserve the valuable pioneering it has done in the past six years, and work with it for a greater future."

SEND IN THAT RESERVATION TODAY for the PHILADELPHIA CONVENTION

MACHINERY, ETC., FOR SALE

For sale some flat knitting machines of 5-7-8-10-12 gauge running from 20 in. to 22 in. in width made by Sander and Graff and Cloes and Flaetge—**No. 711.**

First and Second floor lofts of the building of 34 East 9th Street.

This is a factory building, well adapted for manufacturing purposes and having about 1200 square feet of space on each floor. Each floor can be rented for a period not less than one year, immediate occupancy, the first floor loft at $840 per annum and the second floor at $600 per annum.—**No. 710.**

700 pounds of size 2/20 Navy worsted 6's grade, in skeins, at $1.25 per pound.

850 pounds of size 1/10 Navy cotton yarn, on cones, at 55 cents per pound. Terms on the above are 2%, 10 days F. O. B. Milwaukee.—**No. 709.**

LOFT TO-LET—Cor. Summit Ave. & Graham St., Jersey City.

50x90—light on 4 sides, 30 minutes from 33rd St. by Hudson tube. Ground floor concrete—high ceiling—brick building.—**No. 708.**

2-20 Spindle Foster Cones. First class condition.—**No. 707.**

1000 lbs. Imported Mohair 2/26 to sell at sacrifice.—**No. 703.**

70	lbs.	2/20	wool	old rose
125	"	2/20	worsted	Maroon
50	"	2/14	"	Navy
200	"	2/10	"	Black
500	"	2/20	"	Khaki, O. D.
175	"	2/20	"	" Dyed.
1300	"	2/20	"	" O. D.
70	"	2/26	"	" Dyed.
200	"	2/20	"	Peacock
50	"	2/20	"	Turquoise
2500	"	any size, quality and color.		

MACHINERY WANTED

24 gauge Raschel machines.—**No. 706.**

Man interested in purchasing a complete plant, containing hand and power machines.—**No. 705.**

Jumbo machine 2½ cut from 30 to 36 inches long, semi-automatic power and 2½ cut Jumbo circular machines.—**No. 704.**

HELP WANTED

Salesman Wanted—sell men's line of high grade sweaters—any territory including greater New York. Commission basis.—**No. 61.**

Men to sell Knitted OUTERwear for an old, well established house. Will not entertain any applications except from men who can prove a well established following. With such men we will make attractive arrangements.—**No. 59.**

TO reach Buyers the Trade Journal offers the most effective medium.

The Journal of *your* trade

is

Sweater News *and* Knitted Outerwear

321 BROADWAY, NEW YORK

338.405
NAT

NATIONAL KNITTED OUTERWEAR BULLETIN

THE LIBRARY OF THE
NOV 8 1924
UNIVERSITY OF ILLINOIS

Published by
NATIONAL
KNITTED OUTERWEAR
ASSOCIATION

Edited by
EMIL ZVIRIN, Secretary
347 Fifth Avenue
New York City

Number 14

November 1, 1924

Fashion Committee to Advise Members of Trends of Seasonal Style

At a meeting of the Fashion Committee held in New York last week, which was presided over by Mr. Eugene H. Mahler, of the Columbia Knitting and Manufacturing Co., recently appointed Chairman of the Fashion Committee, it was decided that the way in which this Committee could best serve our members would be by advising them in advance of the coming season, of the style trend of Knitted OUTERwear, as gathered from fashion experts in all the leading resorts of Europe and the United States.

This information is to be in chart form, and is to include both the style and color trend in all the various branches of our industry, with special divisions for women's, men's and juvenile sweaters, scarves, knitted neckwear, knitted fabrics, etc., etc.

The first of these reports to be issued by the Association will deal with the style trend for Spring, 1925, and will come out during November of this year. This report will be forwarded to every member as soon as possible.

Eastern District Meeting Goes on Record as Unanimously Favoring the Re-election of President Coolidge on a Tariff Protective Platform

At the last meeting of the Eastern District of the National Knitted OUTERwear Association, a motion was made and passed that the meeting unanimously urge the re-election of President Coolidge on a tariff protective platform. This resolution followed an address by Mr. E. N. Trabilcy of the Mutual Knitting Mills of New York on the subject of tariff.

In his address, Mr. Trabilcy emphasized the fact that to our manufacturers a Presidential Election has always meant one very important issue, which concerns the very life and existence of the Knitted OUTERwear business—namely the tariff issue.

He stated that it was an outstanding fact that our country has always prospered industrially and otherwise under an administration which stood for Protective Tariff, and that conditions have always been the reverse when we have had an administration which was opposed to this basic principle.

Mr. Trabilcy further stated that when he was recently in Germany, he found that at a time when mechanics were getting $72.00 to $125.00 a week in the United States, they were receiving in Germany the equivalent of $6.00 to $8.00 weekly. Winders getting $22.00 to $25.00 weekly were getting $1.50 to $2.00 in Germany and prices were comparatively the same all along the line.

This vividly shows the tremendous importance of keeping our tariff high enough to prevent an influx of foreign made merchandise.

Textile, Millinery and Hosiery Industries Discuss Spring Color Trend

The Spanish influence will be strongly felt in spring apparel, was the consensus of opinion of representatives of the textile, millinery, hosiery, shoe, and other industries represented at a recent meeting in New York to discuss the spring color trend.

A representative of the Woolen and Worsted Manufacturers stated that a colorful trend was being seen in men's overcoatings, with special emphasis being laid on sand and gray tones.

In millinery, the Spanish influence will be strongly felt, and according to one prediction there will be a riot of colors in early lines.

A representative of H. R. Mallinson & Co. expressed an opinion that beige, pink and tan would be of considerable importance in the spring.

One color which a prominent worsted mill representative stated would be especially popular was a shade described as "heart of canteloupe." Another which will be prominent is a new tone of silver blue.

General Business Conditions

The National City Bank, in their October summary of business conditions, say that "There is apparent in business circles some disappointment that the industrial rally which was quite noticeable in August, did not develop into a more pronounced movement in September. We think, however, all things considered, that the volume of trade in recent months and the present trend in industry should be regarded as quite satisfactory.

"Apparently industry on the whole, has been better than holding its own, and the reports as to the movement of merchandise and prospects for trade are almost everywhere better. A pronounced change for the better has come over the agricultural situation. The final estimates of all the crops are better than the early estimates.

"The greatest drawback to stable industrial conditions in this country, since 1920, has been the unbalanced relations between agriculture and the other industries.

"The greatest obstacle, however, to the establishment of stable and prosperous conditions has been the unsettled state of Europe, for there is reason to believe that it has been largely responsible for the agricultural depression. And now we have the prospect that the improving conditions in agriculture will be supported by the recovery of industry in Europe, and that the reviving industries of all countries by increasing the purchasing power of all populations will supply each other with markets.

"What occasion then, is there for doubt or hesitation, and why does not business go forward with the confidence which seems to be warranted? The most reasonable explanation is to be found in the inharmonious relations that have been developing in the industrial organization. No matter what may be the size of an organization, from a football team to the all-inclusive industrial organization by which society supplies its wants, it cannot achieve success or prosperity without team-work. Instead of team-work in the social and industrial organizations, we have it split up into groups and blocs and factions, each so intent upon advancing its particular interests that it gives no thought to the common interests, which are of vastly greater importance to all. The efficiency of the organization is enormously reduced by friction."

Business in the Eastern District Knitted OUTERwear market, although not as large in volume as at the beginning of the season, still has a healthy tone. Manufacturers feel that with seasonable, cool fall weather sales will pick up and business will be very brisk.

One large distributor reports business as "quite" good all over the country, with the most business being done on crickets, shakers and heavy slip-ons.

What Are You Doing to Eliminate Unfair Trade Practices in Our Industry?

At the 1923 Semi-Annual meeting, the National directors of our Association, passed the following resolution:

"RESOLVED, that this National Association reiterate its unalterable opposition to the cancellation of orders and unjustifiable return of merchandise, and that the Committee on Trade Practices be directed to keep the members fully informed on the machinery available in such cases and of those customers who are addicted to the habit of so cancelling orders and making unjust returns."

Are you reporting to the Association any instances of unfair cancellations or unjust returns from which your firm has suffered? In this connection, we quote from the rules and procedure of our Complaint Bureau;

"3. Upon receipt of a complaint, the Bureau shall examine the same, and such correspondence and papers as may be necessary, and if in the opinion of the Bureau the complaint is prima facie justifiable and the complainant does not appear to have been in default himself, the complaint shall be filed tentatively to receive the further attention of the Bureau. Complainants will be expected to supply the Bureau with all correspondence and papers that may be required to intelligently consider the complaint. If the complaint is not justifiable or the complainant shall have been in default, the Complaint Bureau shall reject the same.

"4. Upon the tentative filing of a complaint, a brief statement of the same shall be communicated to the respondent, i.e., the person against whom the complaint is filed, and an opportunity given such respondent to explain his position. If from the respondent's reply, there should appear that a dispute exists between the complainant and the respondent, the Complaint Bureau shall suggest to both parties to submit the dispute to a Board of Arbitartors, of three persons, to hear and determine the controversy. Such arbitration is to be binding on both parties. If this proposal to arbitrate is rejected by the complainant, the complaint shall be rejected as unjustified.

"5. If the suggestion to arbitrate shall be rejected by the respondent and his explanation, if made, is unsatisfactory to the Trade Abuse Committee, or if no reply is received to the communications of the Complaint Bureau, the complaint shall be permanently filed in the Complaint Bureau''

The service of this Complaint Bureau is of vital importance to the industry in helping to keep to a minimum the return of goods, the cancellations of orders and any other trade abuses, but, in order to be of real value to our members, they must make use of the facilities it offers. Are you using this Bureau?

Knitted OUTERwear Merchandise Review

The Knitted OUTERwear Bureau has just completed the publication of a decidedly unique trade organ, which is to be known as the Knitted OUTERwear Merchandise Review. Issued as a part of the Bureau's Service to the Retailer, this instructive booklet should prove a vital power in influencing the retail buying of Knitted OUTERwear. A message on the inside cover explains that the purpose of the booklet is to provide retailers with an authentic and practical buying guide, by the simple expedient of presenting each month photographs and descriptions of the current offerings of the entire industry.

Under the heading "Knitted OUTERwear Buyers Guide" is a list of those progressive manufacturers who have made possible the Publicity Campaign, together with a key to the character of products each manufactures.

This first-hand information should prove of inestimable value to the innumerable retailers who are unable to make constant trips to the metropolitan markets, and it should certainly bring direct business to those concerns who are lending their support to the publicity campaign.

Are You Suffering From Any of These Trade Abuses?

Unfair returns.

Unwarranted cancellations.

Deduction of unearned discounts.

Unjust claims of any kind.

If you are, report them to us—we'll do the rest!

The Association Urges You to Live Up to Your Duties as an American Citizen

In a recent bulletin issued by the National Association of Manufacturers, attention is called to the fact that at the last presidential election, over one-half the citizens qualified to vote at this election, failed to cast votes.

The total number of qualified voters in 1924 was 54,189,515, and of these, only 26,632,614 cast votes for the presidency.

Does Your Employee Take a Personal Interest in Your Concern?

Various reward systems for employees have been tried out by concerns, who have recognized the great value of getting ideas and opinions from these employees, regarding improvements in the functioning of the concerns with which they are connected. Among the lines along which suggestions can be made by employees are the following: savings in labor on office supplies; improvement of equipment; elimination of unnecessary records and data; and elimination of unnecessary operations.

The Association has available an interesting leaflet, published by the Metropolitan Life Insurance Co., on this subject, and will be glad to forward any of our members a copy on receiving their request for it.

What Is Your Experience with Surplus Stocks?

One of our manufacturers in commenting on a recent letter sent out to all members regarding surplus stocks states as follows:

"We have your favor of the 14th inst. regarding manufacturing surplus stock, and would advise the analysis you put on the danger of the situation is one that we have considered very seriously during the entire year, and would not think of building up a heavy stock on speculation. If all mills were to take this position we believe we would have less difficulty in bringing the retail merchants, as well as the jobbers, to a realization of the need of placing orders in advance in order to get deliveries."

Will you write us your experiences along these lines?

Exporters of Knitted OUTERwear Should Protect Their Trade Marks Abroad

In the July, 1924, issue of the Underwear and Hosiery Review, appears an article which should be carefully read by any of our members who export knitted wear.

This article says that in many countries, you may sell your product under your trade-mark for a considerable time, but unless that trade-mark is registered in that country, you have no legal right to it. Someone else attracted by the goodwill you are building up may register your trade mark as his own.

In many countries, whether he is actually making the article or not, that trade-mark is his, if he registers it first, and he may prevent you, the rightful owner, from continuing to use it.

Therefore, if you are either selling your goods abroad or contemplating going into that market, it is of the greatest importance that you register your trade-mark in the foreign country in which you contemplate doing business.

Write Us for This Bulletin

A special publication has been issued by the Bureau of Public Affairs, of the American Institute of Accountants, which gives startling facts as to the extent of losses caused by office crimes — embezzlements, forgeries, credit, stock and business frauds.

These financial and other business crimes are estimated to cost honest men and women of this country $800,000.00 every business day, exclusive of the stock and credit frauds.

A bulletin has been prepared giving definite and constructive suggestions as to the methods of overcoming this evil and reducing these losses. Recommendations are given from the viewpoint of bankers, credit men, surety and fidelity companies, as well as by accountants who are cognizant of the real situation by reason of their work as auditors.

Write us today for this bulletin.

TO reach Buyers the Trade Journal offers the most effective medium.

The Journal of *your* trade

is

Sweater News *and* Knitted Outerwear

321 BROADWAY, NEW YORK

338.405
NAT

NATIONAL KNITTED OUTERWEAR BULLETIN

Published by
NATIONAL
KNITTED OUTERWEAR
ASSOCIATION

Edited by
EMIL ZVIRIN, Secretary
347 Fifth Avenue
New York City

Number 15

November 26, 1924

1925 Convention Plans Committee Appointed

Mr. Daniel Rheinauer, President of the Eastern District, has appointed the following committee to lay out plans for the 1925 Convention.

Various members of this Committee will be assigned to sub-committees, who will have under their supervision, entertainment, financing, hotel arrangements, etc.

The men appointed on the committee are:

E. N. Trabilcy, of the Mutual Knitting Mills; John F. Stern, of Sweater News; Milton Katzenberg, of S. Augstein & Co.; J. M. Kahn, of J. M. Kahn & Co.; Daniel Starr, of the Starr Knitting Mills; Nat C. Wildman, of the Knitted OUTERwear Bureau; H. R. Lhowe, Counsel to the Association; M. W. Brantman, of the Republic Knitting Mills; B. Thorpe, of the Ess Tee Knitting Mills; Donald Mallory, of Mallory Consolidated; M. Dorfman, of Meyer Dorfman, Inc.; M. Rottenberg, of Rottenberg Sons; D. Rubinstein, of the Textile Yarn Agency; M. Nydegger, of the Grosser Knitting Machine Co.; E. O. Spindler, of the Dubied Machinery Co.; L. Ferber, of the Automatic Knitting Mills, and A. Hochstadt of the Famous Knitting Mills.

Your Color Card Is Waiting For You

As this Bulletin goes to press, the 1925 Spring Color Card, containing the twelve shades which are recommended as being those which will be most popular during the coming season, is ready at this office.

If your order is not already in our hands, write us at once for as many copies of this card as you desire, as the number is limited.

Opinions of Our Members on Hand to Mouth Buying

Mr. E. H. MAHLER—"In 1923, statements of retailers showed net profits of from 7 to 15% on sales, while a manufacturer doing business of millions of dollars showed a profit of less than 4%, and hundreds of manufacturers showed profits of 2 to 3%. The burden of carrying stocks should be at least equally divided between the manufacturers and the retailers. The only logical method for the manufacturer to pursue for self preservation is to make what he sells, and then shut down his plant until the retailer comes to a realization of the fact that the manufacturer cannot carry the entire burden if industry is, as a whole, to profit."

MR. SOL REINTHAL—Hand to mouth buying puts business on a very unstable basis. It makes for a large and very unnecessary labor turnover, which is very costly in the end. No manufacturer can produce merchandise economically without having some advance business and advance plans to work on. With the manufacturer compelled, by the present buying policy of the retailer, to manufacture only on order, the mills are compelled to rush production and incur additional labor costs. Imperfections are bound to result in goods so manufactured

Summarizing the opinions of our members, hand to mouth buying cuts down quantity production and therefore makes for large labor turnover. It causes the rushing of manufacturing processes, and therefore is bound to result in imperfections.

It increases costs to the ultimate consumer.

The Wool Situation

According to a bulletin issued by the National City Bank of New York, the woolen and worsted situation has been stimulated by rising prices of the raw material, wool being now about 20 per cent higher in the home market than three months ago.

The American Woolen Company has advanced prices on fabrics for men's wear several times since its opening, and has withdrawn its Spring lines for women's wear as sold out.

At the last meeting of the Pennsylvania District Association, Mr. Fritz Quittner stated that wool dealers in this country have already contracted for 60 to 80% of next season's clip, and sold it at a profit. Early contracting for the clip, he states, is customary, but the fact that dealers have already resold the wool at a profit to spinners and manufacturers is unusual for this period of the year.

There is a growing belief that a scarcity of wool is likely to develop next Spring, and that the world is facing a genuine shortage in the supply of wool.

Piece Work More Efficient Than Day Work, Says Werner Lutz

At the recent annual meeting of the Western District Association, Mr. Werner Lutz of the National Knitting Company, came out as a strong advocate for a combined piece work and bonus system in Knitted OUTERwear mills.

Quoting from Mr. Lutz's remarks, "People will not be satisfied with, and efficient at their jobs, if their compensation does not fairly reflect the efforts they put into their work. Under the day work system, the manufacturer has to worry about two matters—quality and quantity of output. Under the piece work system, the operator herself is intensely interested in the quantity, and consequently assumes more than half of the employer's burden."

"I say, more than half for it is comparatively easy to convince the operator that the quality of her work is below standard, whereas she will always barricade herself behind mental reservations and become irritated, when you try to press her for quantity of output. Everyone resents being speeded up, particularly if he gets the same pay on Saturday whether he exerted 60 per cent or 90 per cent of his best possible effort during the week.

"Insufficient production can not easily be settled by the dismissal of the slow employee, for the cost of training a new girl amounts to almost $200.

"Piece work also minimizes jealousies among the same group of operators. It eliminates the favoritism the foreman is apt to show in fixing day rates. It gives everybody an even chance at your pocketbook. Moreover, by raising the productivity of the operator, piece work secures the most intensive use of equipment, floor space, and other production facilities, with a corresponding decrease of burden to be carried by each dozen produced.

"If the ebb and flow of business does not permit you to keep your operator long enough on any one type of job so that she has a chance to become well versed in its problems, it is difficult to set piece rates.

"If the number of your styles is out of proportion to your output, it means quick death even to an experienced piece rate setter.

"The installation of piece work pays best at those jobs where the operator's output is controlled by her own speed rather than the speed of her machine. For instance, clipping threads on the finished garments we found to be an excellent process for piece work, whereas we did not bother to take our circular bathing suit machines off day work.

Simple Bonus Best.

"The first thing to be remembered in the setting of a piece work rate is the fact that it must be high enough to furnish the employe an inducement to exert herself beyond the gait she went at while she was on day work. While piece work increases the average operator's production about 40 per cent, she also must have an opportunity to earn at least 25 per cent more than the prevailing day work rate, otherwise she will not respond readily to the idea of going on to piece work."

General Business Conditions

According to a bulletin of La Salle University, the reports of many observers show that there is a sustained feeling of confidence in the immediate future. It has its basis primarily, in the greatly improved condition of agriculture and the fundamental fact that, for the first time in years, the purchasing power of the farmer is on a parity with that of the workers in industrial life.

There is also a reflection of the turn for the better in the tide of affairs in Europe, and a belief that we are gradually emerging from the wreck of the world which the War pulled down upon our heads. But there is no suggestion of the near approach of any abounding prosperity, rather, there is the belief that we are upon the threshold of much improved and more normal times.

New York Distributors Prefer Higher Priced Knitted OUTERwear

According to a statement made by Mr. Daniel Starr at a recent meeting of Knitted OUTERwear manufacturers in Brooklyn, the New York distributors of Knitted OUTERwear are actually complaining that merchandise is too low priced.

This does not mean that the millenium has been reached and that men are willing to pay more for goods than the price quoted them, but that the distributors are feeling the need for better merchandise, and are commencing to realize, that if they do have to pay more for their merchandise, they will find it easier to sell.

As one distributor recently stated, just as long as the Knitted OUTERwear manufacturers turn out garments to retail at $1.95 each, this industry will never be on its feet. This same distributor said that his suggestion for helping market conditions would be to have manufacturers refuse deliveries on popular priced numbers in greater quantities than 24 dozen. On low priced goods, the manufacturer should limit deliveries to 48 dozen, and, in this way, the tendency to over supply the market with cheap merchandise would be overcome.

Another distributor expressed himself as of the opinion that if he is unable to obtain shoddy merchandise at a low price, he will be able to sell more high grade merchandise, making a legitimate profit on it, and everyone, (including the retailers and the public), will be better satisfied, with consequent benefit to the Industry at large.

This matter will be thoroughly discussed at the next Eastern District meeting, when a number of distributors will be asked to address the meeting of manufacturers on this subject.

Steps Taken to Organize Association to Fight Fraudulent Bankruptcies and Other Commercial Frauds

The officials of twenty trade associations met recently in New York City to organize a central body to fight the evils of fraudulent bankruptcies and other business frauds.

This body, for the present, is limting its activities to the New York field, but it expects later to wage a national fight on commercial crime. In this connection, it was pointed out that 75% of the textile failures of the country occurred in New York City.

The idea of this Association is to unite the trade associations in greater New York in the establishment and maintenance of a central agency to suppress and prosecute unlawful activities in bankruptcies and insolvencies. The agency can be a point of concentration for the dissemination of information relative to the records of dishonest debtors.

Mr. Milton Katzenberg of S. Augstein & Co., and Mr. Harold R. Lhowe, Counsellor of the Association are acting as the representatives of the Eastern District Association on the Committee arranging the details of this organization.

Brazilian Market for Knitted OUTERwear

A Department of Commerce report states that although most of the bathing suits used in Brazil are made in that country, a very fair amount is imported annually from the United States and England, these being generally of wool, mixed with a small amount of cotton.

American suits are very well known and are also very popular due to their style, coloring and design. Prices on them are from two to three times the cost of a Brazilian suit.

There is no doubt however, that those who can afford it, prefer to buy an American or English suit as it wears much longer and is really worth the difference in price.

A fair amount of knitted ties are also imported from the United States. The manager of one of the largest department stores in Rio de Janeiro believes that there would be a large market for a tubular knitted tie.

A list of firms in Brazil interested in importing Knitted OUTERwear may be obtained from the Bureau of Foreign and Domestic Commerce, Washington, D. C.

According to the remarks of a prominent New York distributor, what our trade needs is a campaign of education among manufacturers, distributors and consumers, to regard Knitted OUTERwear as needed garments rather than mere accessories.

He says that the present attitude of regarding Knitted OUTERwear solely as an accessory, is responsible for too many evils in our trade. It brings about lowered style and production standards, too great emphasis on price, and instability of demand.

Order Your Code of Ethics Placard Today!

The Association has had the Industry's Code of Ethics printed in dignified form on a parchment paper suitable for framing—and we feel that every member should be proud of having our Code suitably framed on display in his office.

Order yours **today!**

Code of Ethics—
  soft paper (free of charge)

Code of Ethics—
  hard paper (free of charge)

Code of Ethics—
  Framed (oak) at $1.00

Code of Ethics—
  Framed (mahogany) at $1.25

Additional unframed copies at 25 cents each.

TO reach Buyers the Trade Journal offers the most effective medium.

The Journal of *your* trade

is

Sweater News *and* Knitted Outerwear

321 BROADWAY, NEW YORK

338.405
NAT

THE LIBRARY OF THE
JAN 8 1925
UNIVERSITY OF ILLINOIS

NATIONAL KNITTED OUTERWEAR BULLETIN

Published by
NATIONAL
KNITTED OUTERWEAR
ASSOCIATION

Edited by
EMIL ZVIRIN, Secretary
347 Fifth Avenue
New York City

Number 16

December 29, 1924

THE OFFICERS AND DIRECTORS

OF THE

NATIONAL KNITTED OUTERWEAR ASSOCIATION

EXTEND TO YOU THEIR BEST WISHES

FOR A

HAPPY AND PROSPEROUS NEW YEAR

A MESSAGE TO THE NATIONAL KNITTED OUTERWEAR ASSOCIATION

President E. F. Byrnes

The Knitted OUTERwear industry is looking forward to a very much improved condition of the industry for 1925. The major portion of the past year's business was done on a doubtful market for primary raw materials, preceded by unfavorable weather conditions during the previous season. This brought about a surplus of merchandise in the distributing channels of the trade, with the result that prices and offerings reached the low ebb in the late summer and early fall months of 1924. In an effort to get whatever business was available, quality of merchandise was ignored to considerable extent, with the result that price appeal was no longer an inducement to healthy trading.

The early fall period found the raw material markets suddenly taking the upward turn, and many thought this to be only the temporary result of a sudden spot demand. These thoughts have certainly been dissipated in this, the closing month of the year. The general belief at present is that, while the next few months may show a slight lowering from its present high peak, one thing seems generally agreed on, that the future promises a firm market.

The Knitted OUTERwear Manufacturers are rapidly turning their attention from price as the sole selling argument to that of quality.

The economy of the knitted fabric plus Pride in Product, should be the slogans of the Knitted OUTERwear industry for Nineteen Twenty-five and with these will come the attendant success that services faithfully performed must inherit.

"Who Pays Profits"

L. C. Brine,

President, New England District

The Knitted OUTERwear Industry, from reports and statistics submitted, is comprised of a large majority of small manufacturers. This group produces a very large part of the goods manufactured by the Knitted OUTERwear Industry.

The problem of these manufacturers appears to me to be one of educating them to the point where they will be an asset to the industry. This can only be accomplished when business is run at a profit. No better statement has ever been made than by Dr. Fabian Franklin, in his recently published "Plain Talks on Economics", from which I am quoting:

"In the fierce competition of our times, it may be said that all those who do not come up to a certain degree of ability and energy are driven to the wall, and before long disappear from the field, and have to earn their living in other ways. Just above this degree are those who may be said to be at the margin—it is almost a toss-up whether they shall continue in business or not, but they do just barely continue. This class may be said to make practically no profit at all; what they get out of their business is just about what they could expect to get as wages or salaries, if they were employed by others instead of carrying on their own business.

How far down this margin shall be, depends on the demand for the things furnished by the business, and the supply of persons capable of carrying it on with various degrees of ability.

The profits of enterprise range all the way from zero at the margin to whatever may result from the superior ability (or combination of ability and good luck) of any particular enterprise.

This differential—the difference between the next-to-no-profits of the business man who just barely manages to keep going, and the great profits of the highly successful business man—may, as we have seen, be enormous."

Here is a theory of profits which is well worth considering. If true, it leaves less reason for complaint against the possessor of a large private fortune made in a competitive business.

Cost Book of the Association Now Ready for You

If you have not already ordered a copy of our Cost Book for Knitted OUTERwear mills, send in your order immediately to our office.

This Book furnishes a simple and accurate system for figuring costs in every type of Knitted OUTERwear mill, whether your production is $20,000 or $2,000,000 a year. It is written in such a clear and easily understandable form, that anyone who understands the first principles of accounting, can easily install this system.

Send us your check for $2.50, and we will see that a copy of the Cost Book reaches your hands immediately.

Does This Apply to Some of Our Knitted OUTERwear Men?

"Most of the crowd do not understand how to get more money", says a prominent business man. "It is not the other fellow's profits which worry them. All they want is the opportunity to become capitalists, then they will pile up some profits for themselves.

"Such men do not study conditions. Many of them are running textile mills, and just now showing their lack of brains by cutting prices when they ought to be making a more intelligent effort to market their product direct to the people at good prices. The old gag of starvation wages is still being tried by certain textile mills who are controlled by men who do not know how to sell their goods at a profit.

"Poor selling is the big fault. It is true that goods well made are half sold, but when we see our mills forced to sell their product at lower prices than other mills get for poorer goods, we must conclude that good salesmanship is the thing we lack."

Are You Making Use of the Association Services?

Collection of accounts. Exchange service for machinery, supplies, etc. Arbitration of disputes. Technical questions answered

National Arbitration Bill Favorably Reported to the Senate

A bill providing a system of arbitration, similar to that used in many States, in order to make valid and enforceable written provisions or agreements for arbitration of disputes arising out of contracts, maritime transactions, or commerce among the states or territories, or with foreign nations, has been favorably reported to the Senate.

Maritime transactions are defined to mean charter parties, bills of lading, agreements relating to wharfage, or to supplies furnished vessels, or to collisions, or matters in admiralty.

Under the provisions of the measure, parties dealing in interstate or foreign commerce may make provision by written contract, to submit their controversies arising out of such business, to arbitration. On failure of settlement in accordance with the agreement, the findings of such award may be lodged in the court and become the basis of jurisdiction for a decree without further litigation, except for corruption, fraud, or undue means, or misconduct of the arbitrators.

The measure is one of great importance, and should be earnestly supported.

Another View of the Raw Wool Situation

A Bulletin of the United Business Service of Boston, Mass., has this to say about the wool situation:

"Raw wool has been advancing rapidly for almost six months. Ever since September, it has been apparent to manufacturers that business conditions this winter would be fairly good. In other words, we may safely argue that most users of raw wool have already covered their winter and early spring needs. If they have not, they should make moderate forward purchases at once.

In view of this fact it is difficult to see how the raw material quotations can advance much higher. Any further increase should prove only a temporary bulge in values. The outlook for the balance of the season is for somewhat lower prices, because of the falling off in demand and the probability of heavier wool production and imports next year. We believe that a hand-to-mouth purchasing policy for the next few months will enable the buyer to take best advantage of reactions and the downward trend."

Waste Elimination

The key-note of Secretary Hoover's annual report to the Department of Commerce, is the elimination of national waste. "A definite constructive national program has been developed for the elimination of waste in our economic system", says Mr. Hoover. "The road to national progress lies in increasing wages, through proportional low prices. The one and only way is to improve processes, and to eliminate waste."

In speaking of trade associations, Mr. Hoover says:

"One of the most important agencies through which the elimination of waste may be promoted is the trade association. It is true that a small minority of these associations have been in the past used as cloaks for restraint of trade by such activities as open-price associations and other attempts to control distribution or prices. It is equally true that the vast majority of trade associations have no such purpose and do no such things. The dividing line, however, between what activities are in the public interest and what are not in the public interest is not today clearly defined either by the law or by court decision.

"In consequence of recent decisions of the courts many associations are fearful of proceeding with work of vital public importance, and we are losing the value of much admirable activity. At the same time we are keeping alive the possibility of wrongful acts. It is imperative that some definition should be made by which an assurance of legality in proper conduct can be had, and by which illegality or improper conduct may be more vigorously attacked."

The Value of Building and Loan Associations

By H. H. Cohen

Secretary, Pennsylvania District

Building and Loan Associations had their inception in Philadelphia in 1847. The object of these organizations was to encourage, foster and assist citizens to build and own their homes. The rapid development of this method of financing the home builder found great favor and received wide-spread recognition by all classes. Building and Loan Associations have done more to encourage thrift, economy, and saving among the people at large than any other institution of modern times. In their results they are far superior to the ordinary Savings bank, and just as safe.

The operation of Building and Loan Associations is very simple:

For each share of stock the owner pays $1.00 each month. The monthly receipts from stockholders, together with the accumulated interest and premium paid by borrowers, and loans made from various institutions, are invested each month in mortgage securities only. Each application for mortgage is presented to the Board of Directors at its meeting, and a committee from the Board is appointed by the President to investigate the property offered as security, and upon the report of that committee the Board of Directors either approve or reject the loan. The accumulated profits from year to year are also invested in a similar manner, thus protecting the profits as well as the principal.

At the end of each year the profits are credited proportionately among the shares so that the man with two hundred shares does not participate in the profits to a larger extent proportionately than the man with one share. This continues from month to month and year to year until the profits made on each share, together with the payments made by the subscriber, are of the value of $200.00 per share.

It takes an average period of about 11 years for shares to mature. You pay about $130.00 in 11 years and receive $200.00 per share. Five shares at $5.00 per month pay you $1,000.00 in about 11 years; 10 shares at $10.00 per month pay $2,000.00 in about 11 years; and 20 shares at $20.00 a month pay you $4,000.00 in about 11 years.

The returns on investments in building and loan shares are 9 per cent. to 10 per cent. per annum, payable at maturity.

Within the Knitted OUTERwear Industry a Building Loan Association can become very important in its effect. It can serve both the manufacturer and employee alike. To the manufacturer it affords an opportunity of investing his "depreciation account" and receiving a greater return, accelerating his renewal of machinery. The life of machinery is approximately ten years, at the end of which time it should be replaced. 10% of the original value of the machinery is therefore deducted or charged off each year. If this amount is invested in building and loan associations, not only will there be sufficient funds to renew the machinery, but there will be accumulated profit. To the operative, a Knitted OUTERwear building and loan is a safe institution for investment. There is more personal interest displayed by manufacturers in order to assist their help in buying their own homes. The employee may also feel secure that his association is being run by men who are not speculators, or "fly-by-night" schemers. The association, as welfare work, should tend to create a better spirit between employer and employee.

Knitted OUTERwear Savings and Loan Associations have already been established by both the Philadelphia and New York Districts.

Can We Learn a Lesson from the Tanners' Council?

At the annual conference of the Tanners' Council of America, one of the prominent members remarked as follows, on the co-operation necessary in correcting excess production, and surplus stocks:

Four Major Problems

"We have many problems to solve, but, if I have a proper slant on the present situation, our major problems are four in number:

"First, the liquidation of our surplus stocks of finished leather.

"Second, curtailment of our production of leather while such liquidation is in progress.

"Third, a wise policy for purchasing our hides, and,

"Fourth, the intelligent and profitable merchandising of our leather.

"Fortunately the solution of our first problem is nearing complete accomplishment. In fact, the present situation is such that we no longer face the necessity of sacrificing our leather stocks to liquidate inventory, but perhaps we face the possibility of a shortage of leather during the coming year.

"As to our second problem of curtailed production, everyone knows how drastically we have reduced our wettings during the past year or more, and even though our diminishing stocks might justify slightly increased wettings in the near future, the supply of hides is so limited that we cannot do so. In fact, we unavoidably face further curtailment in the immediate future.

Surplus Liquidation Near End

"No one can deny the fact that the voluntary and country-wide curtailment of tanning operations has brought about liquidation of our surplus stocks so that in a few more months we can expect normal conditions in inventory, and we can then regulate our wettings according to demand for our product. Having had our painful and expensive lesson, we should never again permit ourselves to get into a similar predicament.

Tanneries Scrapped

"Central Leather Co., which represents one-third of the heavy leather business of the country, had a capacity much in excess of this percentage and much in excess of what would easily take care of our present and expected volume of business.

"In view of this, we have deliberately scrapped during the past few months tanneries having a daily capacity of approximately 4,000 hides. We have not only saved our company a material annual expense by scrapping these plants, but we have also, we believe, permanently improved the technical position of the industry by eliminating a large portion of the surplus tanning capacity of the country. We believed it was good business for us to pursue this course, and we believe others who find themselves in the same position will likewise find it to their interest to follow suit."

Is there a message for our Industry in the action taken by the Tanners' Council?

Australian Market for Knitted OUTERwear

The Department of Commerce announces that the Australian demand for Knitted OUTERwear is, at the present time, extremely large.

"The imports of hosiery and other articles of knitted apparel were valued at L341,275 in 1921-22 and L638,548 in 1922-23. Over 85 per cent of the trade is supplied by locally made goods, the demand for imported articles being limited to special designs and patterns for the better class trade, according to a report from Assistant Trade Commissioner Elmer G. Pauly, Melbourne, June 16. Further information regarding the market for Knitted OUTERwear will be made available upon application to the district and co-operative offices of the Bureau of Foreign and Domestic Commerce or to the Textile Division. Refer to Special Bulletin, Tex-333."

John Sichel Elected President of Pennsylvania District for 1925

Mr. John Sichel, of the firm of Grushlaw & Sichel, was elected President of the Pennsylvania District of the National Association, to succeed Mr. William F. Portner, who has been the active head of that Division, during the past two years.

Mr. Sichel has constantly taken an active interest in National work, and is at present Chairman of the National Committee on Co-operation with Spinners, as well as being a member of the Tariff & Legislation Committee.

Mr. Portner, the retiring President, will be especially well remembered by National Association members, for his work during the 1924 Fall Convention, which was held at Philadelphia, and which is considered by members the most succesful ever held under the auspices of the Association.

Other officers elected, were as follows:

Lloyd O. Lohmeyer, of the Thurman Manufacturing Co., First Vice-President; Jacob Rubin, of the United Knitting Co., Second Vice-President; and I. Bergman of the Bergman Knitting Mills, Treasurer. H. H. Cohen, Secretary and Counsel of the Association, will continue to hold that office.

University to Co-operate With Our Association in Studying Sales Problems

The Association, in co-operation with one of the large New York State Universities, is drawing up a questionnaire covering a number of important industrial questions, which particularly affect relations between manufacturer, distributor and the retailer of Knitted OUTERwear.

The University has offered its co-operation in making an intensive study of the special problems covering these relations, such as terms, manner of distribution, returns, cancellations, and the length of time required for the producing of various types of Knitted OUTERwear.

It is believed that through this service, a better understanding of manufacturing conditions will be available for the distributor and retailer.

Does Industrial Health Work Pay?

Industrial health work is not merely a sentiment, and an unnecessary fad, says a writer in "Fibre and Fabric". It is an investment! Its success is a sound business success. In this respect industries who have practiced it the longest, are the greatest enthusiasts. While it is difficult to show that it pays much dividend, those which do accrue from it, are of a more subtle nature. For example: the worker who is properly taken care of from the health angle, is loath to leave his job.

Other benefits of properly safe-guarding the health of employees, are increased production, due to an improved health standard, and improved relations between employer and employee. Among the most important factors in safe-guarding the health of your employees, is to arrange to have a periodical physical examination. Investigations of a large life insurance company, indicate that such examinations have a potential life saving value; on the other hand, they are worth as much to the employer as they are to the employee. A worker cannot be efficient, unless something is known about his physical condition.

Imports of Knitted OUTERwear Are Increasing, According to Latest Official Reports

A report received at the Association offices, giving the imports of Knitted OUTERwear, from July 1st to September 30th, 1924, shows that during this three months' period, there has been a substantial increase of Knitted OUTERwear imports, over the same three months' period in 1923.

The largest increase during the three months of 1924, is shown in silk knit goods, imports of which increased from $8,708.00 in 1923 to $44,107.00 in 1924.

There was also a notable increase in imports of wool Knitted OUTERwear, valued over $2.00 per pound. The figures for the two periods follow:

WOOL OUTERWEAR IMPORTS

July 1st to Sept. 30th, 1923

Up to $1 per pound	$ 3,362
$1 to $2 per pound	14,786
Over $2 per pound	351,337
Silk over $2 per pound	8,708
TOTAL	$378,193

July 1st to Sept. 30th, 1924

Up to $1 per pound	$ 133
$1 to $2 per pound	17,152
Over $2 per pound	433,012
Silk over $2 per pound	44,107
TOTAL	$494,404

TO reach Buyers the Trade Journal offers the most effective medium.

The Journal of *your* trade

is

Sweater News *and* Knitted Outerwear

321 BROADWAY, NEW YORK

338.405
NAT

NATIONAL KNITTED OUTERWEAR BULLETIN

Published by
NATIONAL
KNITTED OUTERWEAR
ASSOCIATION

Edited by
EMIL ZVIRIN, Secretary
347 Fifth Avenue
New York City

Number 1 January 26, 1925

What Shall You Charge for Your K.O.?

The prospect that we will be doing business in the early part of 1925 on a rising market is an important factor for consideration in the solution of the pricing problem confronting the knitted OUTERwear industry because of present high costs of yarn, says a recent bulletin issued by our Western District Association.

As the upward swing of commodity prices becomes general knowledge, the tendency of the retailer of merchandise is to buy more readily and to buy in larger quantities. It is a natural thing for him, on a rising market, to make some effort to protect himself against apparent future increases by stocking up. Present low stocks in the retailers' hands makes this situation all the more favorable.

All indications point to a rising market, particularly in the wearing apparel lines. Assuming that we will face a rising market during the early months of 1925, why, then, should the manufacturer of knitted OUTERwear be afraid to ask a legitimate price for his product?

Keep this in mind when figuring costs on your 1925 line.

Leaders in the industry say that the future looks bright for good business. Will it be a profitable business for you?

Are YOU going to sell Price or Merchandise?

Are You Using Our Uniform Cost Accounting System?

A prominent banker, speaking on the value of uniform cost systems, says:

"I am familiar with one industry in which a uniform system of accounting has been adopted, and which has developed to such a state that the membership in the association has something in the way of detailed costs. The benefit to the individual manufacturer in this case has been great. He has found, for instance, in comparison with someone else, that a certain operation is costing a very much lower percentage figure than it is costing him. He immediately proceeds to find out what is wrong with that particular operation, with the result that he is constantly improving his costs, and with that as his aim he naturally is placing his whole industry in a stronger position.

The improvement in quality which has developed has brought the industry up to a high state of efficiency."

You too should want the assurance that you are properly figuring your costs, and should make use of the very valuable aid furnished you by our Knitted OUTERwear Cost Manual, which has just been published by the Association. Order a copy from us TODAY.

The Most Wonderful Thing in Business

The greatest change in business since 1900, according to a recent pamphlet issued by the A. W. Shaw Company of Chicago, has been the increasing willingness of business men to interchange ideas and experiences. This, more than any other thing, has enlightened and advanced the whole theory and practice of business.

In 1900 business tended toward monopoly—not only of products, patents, and properties, but of business ideas and experiences.

Successful methods were regarded as secret formulae. And the man who dared suggest comparing such a method with another, and perhaps a better one, used by a contemporary, would have been regarded as eccentric if not feeble minded.

Yet in the past 25 years, businesses in all lines have invested great sums of capital to provide the ways and means for just such comparisons.

"Trade associations, leagues of friendly competitors, and trade conventions have been maintained on a large scale as the meeting place of minds with kindred business objectives.

"Throughout the whole business world, beginning in 1900, narrow-minded secretiveness has been swept aside by the growing realization that the part may be made as great as the whole, when business men merge their observations and experiences in a common exchange.

"Nearly every important discovery bringing new triumphs to business since 1900—in lower costs, increased production, higher quality, greater profits, and wider markets—has been ferreted out, fostered, and perfected by this 'give and take' effort of numberless minds working in association and collaboration.

"Isn't it a pity that so many of us fail to grasp the fact that however obscure our labors may be, we are playing a worthy part in helping the world go around.

"We all want happiness. One way to find it is to get the biggest possible vision of our daily job, and, having this vision, to fill our job honestly and honorably."

There is no worthier goal than to idealize your work and to keep before you the thought that you are engaged in business not only to make profit but also to render service.

EUGENE A. MAHLER.

Make Use of Your Dyer's or Yarn Jobber's Experience

Mr. William J. Wall, Secretary of the Master Dyers Association, calls attention to the fact that dyers are ready at all times to give manufacturers advice on the relative fastness of color of various yarns, which they purchase, but the manufacturers do not take advantage of this service. He believes that manufacturers do not want cheap dyeing, but the difficulty lies in their ignorance of this important element, in producing a quality product. Manufacturers are repeatedly told that it is impossible to dye yarns which are fast under all conditions to which wearing apparel is subjected. It is also strange that the dyer is not given credit for knowing the technique and chemistry of his business. He knows the reaction of dyes, under varying conditions.

If manufacturers would consult their dyers as to the qualities and properties of yarns, and as to certain reactions to be expected under varying conditions, they would soon know the causes for the various complaints of fading and running of colors.

Have You a Copy of Our Spring Color Card?

It may be of interest to our members to know that the National Association of Hosiery and Underwear Manufacturers have adopted a method quite similar to that of our Association, in co-operation with the Textile Color Card Association of America, in standardizing the shades of colors used for hosiery.

The underlying thought in this entire work is that the shade designated by a certain name will mean the same color in hosiery, knitted OUTERwear, millinery, shoes, and other co-operating trades.

HAVE YOU OBTAINED YOUR SPRING 1925 SEASONAL COLOR CARD, IF NOT SEND FOR IT IMMEDIATELY.

Purposes and Benefits of Commercial Arbitration

Commercial Arbitration in the United States has now developed to the point where it may be considered an established business institution. Commodities valued at billions of dollars are bought and sold every year under contracts providing that differences between the parties should be arbitrated.

The Arbitration Committee of our Association believes that if business men generally had a clear idea of what is meant by the "Arbitration of Commercial Disputes" the system would become more general in use.

Some are of the opinion that the settlement of disputes by arbitration is in effect a compromise, and that the arbitrators act as mediators in bringing the parties together in settlements. This is erroneous. As has been so aptly said, the compromise of some commercial disputes tends to lower the standards of commercial principles.

In submitting business disputes to a Board of Arbitration, the parties in effect select business men to act as the final judges and determine which of the two parties is right.

Their decision upon the facts in the case is as final as the decision of a court, and the law provides for a legal judgment on the decision of the arbitrators.

Arbitration as carried on by a Board of Arbitrators consisting of disinterested but experienced business men, promotes the friendly relations and the confidence upon which business relations must be founded. There is nothing which better leads to the settlement of differences than a fair and open discussion of them.

A conclusion can be reached speedily, without legal technicalities, because there is no need for waiting until a case is reached in courts of law.

The process of settlement through arbitration is inexpensive, and many disputes which wrangle and remain unsettled, because of the expense attached to litigation, can be adjusted honorably and satisfactorily by this process.

Arbitration Boards have been established in our Eastern and Western Districts, and members are urged to call on the Association for this service.

"Quality" Must Be Your Watchword

Undoubtedly the demand today for Knitted OUTERwear is for better quality merchandise; garments that have style, made of the better yarns, and finished with care.

Prominent members of the association are thinking of the subject of why quality first must be emphasized in the manufacture of Knitted OUTERwear. Mr. L. D. Marsh of the Cub Knitting Mills, Malden, Mass., says:

"If the symbol adopted by the National Association, 'Knitted OUTERwear Deserves the Preference' is to mean anything, then all manufacturers should be reasonably satisfied that their product comes up to this description."

Mr. Eugene H. Mahler, of the Columbia Knitting & Mfg. Company, Milwaukee, Wisc., says:

"There is no question that the experience of years teaches the manufacturer who produces quality merchandise that he builds on a permanent foundation, while the manufacturer who makes inferior goods must eventually change his methods or go under."

Mr. D. F. Byrnes, President of our Association, has this to say of quality merchandise:

"Let us consider, for the manufacture of knitted outerwear, the future, not the present, because after all therein lies the security of our capital investment. Today's problems are of course hard to explain away with a smile, because most every manufacturer of Knitted Outerwear has for the past year or two found himself blindly following, unwillingly of course, a market that was glutted with merchandise. Every effort by him to readjust himself to the market only brought him to the realization that some other manufacturer had been doing likewise, with the result that each new readjustment brought on more merchandise at a lower figure than before. This of course resulted in merchandise being offered to the ultimate consumer which had no appeal except price. The only appeal that price can possibly have is when the merchandise is desired by the consumer.

"Quality can and will sustain the demand, regardless of markets, so, therefore, let us make 1925 a year in which quality and good workmanship shall be our watchword. If we keep these two in mind, the economy offered by Knitted Outerwear for the ultimate consumer will surely bring to our members a just return for their labors."

MACHINERY WANTED

Interested in buying Brinton and Wildman Necktie and muffler machine.—**No. 730**

Second Hand Sewing Machine—
Union Special Trimmer and Union Special
Two Needle Flat Seamer—¼" needle space.—**No. 726**

24 Gauge Raschel Machine.—**No. 725**

Circular Stafford & Holt machine—
2½ cuts—diameter from 9-10.—**No. 722**

Seven Gauge 44" Dubied double lock machine.—**No. 720**

SITUATION WANTED

Interested in selling line of men's scarfs, sweaters, etc.—**No. 84**

Sold yarns for a number of years. Very well acquainted through State of Jersey. Wants job as sweater salesman.—**No. 82**

Salesman for leading sweater house in New York desires position—has had years of experience both inside and on road.—**No. 79**

MACHINERY FOR SALE

One Universal Cover No. 50, new.—**No. 731**
Back Winder.—**No. 729**
Stafford & Holt Latch needle machine—
2½ Needles per inch—
One 15 inch Diameter and one 10½ inch Diameter
2 Feed Automatic Racking Machines without striker.—**No. 728**
20 Foster Coner—40 Spindles—
20 on a side—model 12—
New Machine—2 Horse Power motor Belting and Shafting.—**No. 727**
2 Payne Winders in good condition.—**No. 723**
Complete Leighton Machine Plant, consisting of 10 machines, equipped with latest attachments for long and horizontal strips.—**No. 721**
2 L. & H. Specialty Fringing Machine.—**No. 718**
24 Spindle Winding Machine—
12 hand gauge machine and 12 power gauge machine—
3 Altomus Silk patented Winder—24 Spindles.—**No. 733**

TO reach Buyers the Trade Journal offers the most effective medium.

The Journal of *your* trade

is

Sweater News *and* Knitted Outerwear

321 BROADWAY, NEW YORK

338.405
NAT
Commerce

NATIONAL KNITTED OUTERWEAR BULLETIN

Knitted OUTERwear deserves the preference ©

Published by
NATIONAL
KNITTED OUTERWEAR
ASSOCIATION

Edited by
EMIL ZVIRIN, Secretary
347 Fifth Avenue
New York City

Number 2
February 26, 1925

MAR 12 1925
UNIVERSITY OF

Knitted OUTERwear Conditions in New York Market

New York is an important distributing and manufacturing center for Knitted OUTERwear, and the condition of the trade in that district may be considered a barometer of general conditions in the industry prevailing throughout the country.

Manufacturers of the higher grades of ladies' novelty sweaters claim that orders have been satisfactory up to the last week, but that since then business has slowed up a bit.

Medium priced ladies' goods are in demand for immediate delivery. Manufacturers feel that there is business available, but must be gone after. The preference seems to be for ladies golf coats and tuxedos rather than for slip-ons.

An important manufacturer of ladies garments states that immediate delivery orders for ladies' staple garments have been very good. Another says the knitted hunting jacket is his best moving number. Manufacturers of staple men's goods report that business is good. Fancy novelty numbers for prompt delivery are in increasing demand.

The general tone of the market is optimistic. The opinion seems to be that 1925 will be a successful year for knit goods, but that better salesmanship and better quality goods will be necessary to meet the market demands.

Protection of Your Sweater Designs Is Possible

The one best way to fight the "Design Pirate", is with a design patent, says a writer, in the January issue of Sweater News.

Many manufacturers of Kniteed OUTERwear do not know that there is such a thing as a design patent, as is evidenced by the comparatively small number of design patents granted each week by the Patent Office. In establishing this office, it was the Government's policy to afford complete protection to all classes of creators. If you, as a manufacturer of Knitted OUTERwear, produce a new type of sweater; that is, one which buttons differently, protects the throat more securely, etc., you can apply for a mechanical patent; but, if your sweater is new in design, you may apply for a design patent and secure legal action against anyone imitating the appearance of your garment.

Are You Insured or Have You Merely a Fire Insurance Policy?

An interesting article appears in a recent issue of Fibre and Fabric on the importance of living up to the terms set forth in a policy of insurance.

Before assuring that you are properly covered by insurance, make yourself thoroughly familiar with the various clauses or riders, that are attached to a fire insurance policy. Every firm carrying such insurance, should make it a habit to go through this policy at least once a year, to make sure that they are not violating any of its terms; for instance, if any repairs are undertaken upon a mill, and a fire at such time should unfortunately occur, the holder of a fire insurance policy may recover only on condition that a proper clause had been inserted in the policy, permitting the work.

See to it that you are familiar with such stipulations, and that all your employees are acquainted with the important fire rules, so that if fire occurs, the loss may be collected from the Insurance Company. Oils, gasoline and other material of inflammable character, are often kept in a manner violating policy stipulations.

If a fire occurrs, and the Insurance Company's representatives discover the breach of a warranty, there is strong likelihood that payment of loss will be refused.

Do You Let the Tail Wag the Dog?

The fact that the members of our Industry have been paying too little attention to proper salesmanship, in selling their line to their customers is commented on in a recent bulletin of our Western District Ass'n. They have permitted their salesman to pick up information regarding their lines as best they could instead of going over the lines carefully with the salesmen; showing them the quality features of their garments to emphasize, and schooling them on the proper talking points of the line.

One of the outstanding evils in the selling end, is the tendency on the part of manufacturers, to permit the selling organization to dictate selling prices. Where this is done, the salesmen as a rule base their judgment not on the cost of production, but on meeting the competition of their rivals. This should be stopped by the manufacturer himself, for it breeds two evils; the selling of price, instead of merchandise, and the dictation by the salesman of the conduct of the business.

A manufacturer who has figured the cost of production, is the only judge of the price to be charged. Salesmen may be consulted on selling prices, but they must not be allowed to dictate them. The manufacturer must teach his salesmen to sell the value of his merchandise,—not the price—and when a fair price has once been established, the salesmen should not be allowed to cut.

Arbitration Bill Approved by Congress:

The Arbitration Bill, to make valid and enforceable written agreements for arbitration of disputes arising out of contracts, maritime transactions, or commerce, among the States or Territories, or with foreign nations, has been passed by both Houses of Congress, the Senate having acted on it on January 31st, 1925.

A written provision in contracts to arbitrate controversies arising thereunder, or an agreement in writing to arbitrate any existing controversy thereunder, would be valid and enforceable, except upon such grounds as exist in law, or equity, for the revocation of any contract.

Where the agreement between two parties provides that a judgment of Court shall be entered upon the award, the requirement would be carried out within one year after making the award, upon application of any party to the arbitration, unless the award is vacated, modified or corrected.

This law supplements the Arbitration statutes of a number of the States to the same effect.

Misleading Use of Word "Mills" Has Been Enjoined by Federal Court

The question as to when an advertiser, who jobs merchandise, will be allowed to use the word "mills" on his stationery, or in his advertising, or represent that the merchandise he sells comes directly from the manufacturer, has been clearly and definitely set forth by the United States Circuit Court of Appeals for the Seventh Circuit, in the case of the Federal Trade Commission vs. the Pure Silk Hosiery Mills.

Unless and until the advertiser actually owns and operates or directly and absolutely controls a factory or mill wherein merchandise is made, the Court holds that the use of the word "mills," or representations of direct sale from manufacturer to purchaser, is unlawful.

Business Practices Condemned by the Federal Trade Commission

1. Procuring the business or trade secrets of competitors by espionage, by bribing their employees, or by similar means.
2. Inducing employees of competitors to violate their contracts, or enticing away employees of competitors in such numbers or under such circumstances as to hamper or embarrass them in business.
3. Making false or disparaging statements respecting competitors' products, their business, financial credit, etc.
4. Unauthorized appropriation of the results of a competitor's ingenuity, labor, and expense, thereby avoiding costs otherwise necessarily involved in production.
5. Use of misleading trade names calculated to create the impression that a dealer is a manufacturer, selling directly to the consumer, with corresponding savings.

What is the Best Method of Marketing Your Knitted OUTERwear?

The relative advantages of a manufacturer selling through a distributor, or direct to the retailer, were discussed at a recent meeting of the Brooklyn Division of the Eastern District Association.

Mr. Mark Vandewart of the Vandewart Company, summarized the advantages of selling to the distributor. His contention was that, to sell the retailer, a manufacturer must organize a separate selling department. Salesmen and sales managers must be hired, who at certain seasons of the year remain idle. Conditions in our industry do not permit creating sufficient diversity of styles, to satisfy the retailer. On the other hand, the advantages of selling through a distributor are:

(1) The manufacturer eliminates a large and expensive selling organization.
(2) There is no need for expensive sample lines.
(3) The manufacturer concentrates upon a few numbers, on a profitable basis of production. In selling the retailer, he must have a much more diversified line.
(4) Overhead is cut to a minimum.
(5) The individual shipments are larger.
(6) The small extra profit made by selling direct to the retailer, does not adequately cover the extra costs of this method of selling.

Mr. M. W. Brantman of the Republic Knitting Mills, claimed, however, that manufacturers, in order to securely establish themselves, must sell direct to the retailer. According to his point of view, a distributor was unnecessary in the distribution of Knitted OUTERwear. The tendency to sell direct, is speedily growing. Knitted OUTERwear is a highly specialized line, and if sold properly, the size of individual orders will be large enough to make the same profitable. In this trade, where an ever increasing amount of Knitted OUTERwear is sold direct to the retailer, the competition between manufacturer and distributor is keen, and the distributor must be ready to sell at a price competitive with that of the manufacturer. To do this, he must cheapen the product, cut down the weight, and buy from the manufacturer at the lowest possible prices.

The basis of dealing between manufacturer and jobber, up to today, has been on a very low standard. The distributor has tried to get the garment at the lowest price, while the manufacturer's tendency has been to make an inferior garment to meet the price. If a manufacturer cannot get the proper price for his goods, he must produce inferior merchandise and use cheaper materials, as well as hire cheaper help. The entire method of selling through distributors, is an economic waste—the jobber must pay over again the same expenses as the manufacturer; such as shipping, storing, rent, and expressage. Furthermore, when a manufacturer sells goods through a distributor, the identity of the merchandise is lost. Eight to ten manufacturers will be making the same garment. If a distributor decides to stop buying from the manufacturer, the latter has no business, and must begin over again arranging for his distribution; he has no customers—whereas those selling the retail trade are not affected much by the loss of any particular retailer, as others can be secured to take their place. The distributor does not display sufficient pride in industry. The manufacturer puts everything he can into his garment, and must get a fair price for it, but if he sells the distributor, his garment will be cheapened. When he sells direct, his name is on the goods, and if worthy, he gets a reputation for making dependable merchandise. In selling the distributor, he creates no good will.

Have You Your Copy of This Valuable Cost Book?

The Cost Manual of the Knitted OUTERwear Industry issued by our Association, is based on principles which have stood the test of practical application in Knitted OUTERwear mills for several years.

A number of mills have solved their cost problems by following each step of the system. Its practicability has been proven. No treatise can be of more value to you, in teaching you proper methods of running your plant, than this volume on Knitted OUTERwear costs.

Order copies today before the present edition is exhausted. Price to members—$2.50.

Manufacturers Who Sell at Retail Are Injuring Their Business

The practice of wholesalers selling direct to consumers, is an insidious and cancerous one, says the New York Times:—

"The practice usually begins, with the wholesaler selling merchandise to a few of his personal friends. Soon friends of these friends appear, closely followed by friends of the friends of the friends, and the wholesaler never stops to reckon the cost of such business to him. If he does pause to think about it at all, he can see nothing but added profits. 'It's so much velvet,' he says to himself.

"In the final analysis, however, is it 'so much velvet'? It most decidedly is not. This is so for many reasons. First of all, no wholesaler, whether he be an out-and-out manufacturer or jobber, can be a successful retailer. In the usual number of exceptions based on a special state of facts this rule may not hold, but for the most part the manufacturer or the jobber cannot hope successfully to do a retail business on the side, no matter how quietly it is conducted. For one thing, a special brand of experience is needed to sell at retail under any circumstances, and this is something that the average apparel or textile wholesaler lacks. Without it, however, he has no more justification for entering the retail field, even on a small scale, than he has for taking up the jobbing of fish or the manufacture of ice skates.

"Another point to be considered, and a very important one, is how the wholesaler's retail accounts feel about his evident desire to undersell them with their own trade. The owner of, or buyer for, a retail store surely will not buy from a wholesaler who is guilty of this practice, if he knows it, and it is certain to become generally known sooner or later."

Facts Should Be the Basis of Your Advertising

A manufacturer may be pleased to read, in an ad written for his firm, that his product is the best the market affords; or is the choice of all discriminating buyers.—But such unsupported claims do not inspire confidence in the minds of people reading the ads.

The first job of advertising which is published to sell goods, is to present the facts;—the second and most important, impress the truth of the statement upon the public. Yet in a recent issue of a popular magazine, says a Bulletin of the Odets Co., only four out of fifty advertisers backed statements with proof;—the rest merely asserted quality—yet the public is apparently expected to believe and buy.

Every good salesman knows that unless you first gain a prospect's confidence, you are not likely to get his order. Confidence is a big factor in selling by advertisement also, and the basis of confidence must be a belief in statements made.

Today's business man always has at his ready command, the finest thing in business;—the privilege of interchanging his ideas with those of the best minds in his industry.

TO reach Buyers the Trade Journal offers the most effective medium.

The Journal of *your* trade

is

Sweater News *and* Knitted Outerwear

93 WORTH ST., NEW YORK

338.405
NAT

NATIONAL KNITTED OUTERWEAR BULLETIN

Published by
NATIONAL
KNITTED OUTERWEAR
ASSOCIATION

Edited by
EMIL ZVIRIN, Secretary
347 Fifth Avenue
New York City

Number 3 April 13, 1925

THE LIBRARY OF THE
APR 27 1925
UNIVERSITY OF ILLINOIS

1925 Year Book Issued

As this Bulletin goes to press, there is being distributed to members, the Year Book of the Association, containing various information which will prove of great interest to our members.

One of the articles you will especially enjoy, is that on the Fashion Development of Knitted OUTERwear, which traces the sweater from the time when it was a tight-fitting affair with huge bulging sleeves, to the present carefully fitted and tailored garment.

And be sure to read "The Evolution of the Knitting Needle", where you find that four pounds of wool, which in Grandmother's day made one knitted petticoat, can today dress two flappers from head to foot.

Besides a number of other interesting articles, the Year Book contains a full summary of the Philadelphia Convention, as well as full lists of Officers, members, etc.

Among the leading features, are:

(1) List of Officers and Directors
(2) Organization Chart — National Knitted OUTERwear Association.
(3) Summary of Philadelphia Convention.
(4) Statistics of Knitted OUTERwear.
(5) The Publicity Campaign.
(6) Association Budgeting
(7) The Fashion Development of Knitted OUTERwear.

Pacific Coast Group Affiliated With National Knitted Outerwear Association

A telegram received last week from the Pacific Coast Knit Goods Manufacturers Association, advises us that they have voted to become a part of our National Organization.

It is, no doubt, due to the presence of Mr. D. F. Byrnes, President of the National Knitted OUTERwear Association, at the Spring meeting of the Pacific Coast Group in Los Angeles, that we can now count on this new member in our ranks, and he is to be congratulated on his successful effort in bringing about this affiliation.

With the advent of this newest member, the National Association, with its six branches, having headquarters in Boston, New York, Philadelphia, Cleveland, Milwaukee and Los Angeles, becomes truly nationwide in scope.

In the name of the Officers and Directors of the Association, we extend our hearty welcome to our newest associate—and offer its members our full co-operation and support.

Changes Made in Policy of Federal Trade Commission

The Federal Trade Commission has just announced a change in policy, which, it is believed, will be of great importance to general business interests.

The rules of the Commission have been altered, so that, before a citation of complaint is issued, hereafter, the proposed respondent shall be given an opportunity for a private hearing. With this change, it is proposed to limit the possibility of injury, by issuance of citations on charges, which later are declared unfounded.

Another change provides that no cases of alleged unfair practices shall be considered, where the alleged violation is a purely private controversy redressible in the Courts. The public must be a party to any injury, before a case shall be considered.

These changes will result in a material reduction in the number of complaints issued by the Commission, and will increase the number of conferences between the Commission and business interests.

Do You Know Your Privileges?

"This is the first time we have made use of the Association's services, and we desire to thank you for your co-operation in having brought this matter to a satisfactory conclusion."—So writes one of our mills, which was having some difficulty with another mill due to the fact that their names were similar. This matter was adjusted through the Association.

No doubt many of our members forget or overlook the numerous privileges which membership in this Association affords them. In order to refresh your memory, we are printing below a few of the principal services furnished to all members by this Association.—Make use of them!

1—**Complaint Bureau.** You owe it to yourself and the Association members, to refer to this Bureau every case of unjust return or unfair cancellation.

2—**Exchange Service.** Have you any machines or supplies for sale—or do you need any?—Let's know about them—and we know we'll save you money!

3—**Arbitration Service.** This offers you a fair, speedy, inexpensive, way of settling your disputes out of court.

4—**Technical Committee, Question Box.** We're waiting to tackle any technical problem that comes up in your mill—and give you the benefit of experts—but you must let us know what these problems are!

5—**Uniform Cost Committee.** If you haven't our book on Cost Accounting, order it today. If you have it—and there's anything you want explained, that's why we're here

Make Sweaters First, Then Price, Advises Stylist

At a recent New York meeting of Knitted OUTERwear men, Mr. Samuel Borger, head of the Borger Style Service, of New York, stated that our manufacturers have a tendency to make up sweaters to fit prices, and do not first consider the quality of the merchandise. The French, on the other hand, make their sweaters first, and then fix a price to fit the sweater.

Moreover, European manufacturers, do not copy each other's patterns. The same system of original designing, should be followed by our manufacturers.

Mr. Borger stated that from his observations in Europe, there was a distinct drift toward Bulgarian effects in sweaters. He emphasized the importance of trimmings, to give new life to sweater styles.

It is not always the man who struggles hardest who gets on in the world.

It is the direction as well as the energy of struggle, that counts in making progress.

Another Scoop for the Publicity Bureau

Have you read the February issue of Royal and Harper's Bazaar. Read them! It's worth your while! Pages 16, 17 and 71 to 75 respectively. This is the kind of publicity that is making knitted outerwear the accepted informal, as well as sports wear apparel—and, it is the direct result of the work of the Knitted OUTERwear Bureau.

This bureau has access to the pages of practically all of the ready-to-wear and kindred tradepapers and newspapers in the U. S. and Canada. And part of its work is featuring the merchandise of its members pictorially, as well as editorially.

Everyone interested in increasing the demand for Knitted OUTERwear—and so increasing their own sales—should support the work of the Bureau by subscribing to the Publicity Campaign. The returns are more than worth while. Think it over.

Write Us Today for Your Copy of the Knitted OUTERwear Cost Book

The new Manual of Cost Accounting for the Knitted OUTERwear Industry, furnishes every Knitted OUTERwear manufacturer with an accurate, simple and easily installed system for figuring his manufacturing costs.

This Book is designed to meet the needs of all types of manufacturers, whether their plant produces $10,000 or $1,000,000 worth of goods annually. It is written so simply and clearly, that anyone who has some knowledge of cost accounting, can install it in his plant.

It has already been tried out in a number of plants in the Eastern and Western Districts, and anyone who has installed it, has become an enthusiastic supporter.

Write us today, forwarding with your order $2.50 for each copy desired and we will see that they are forwarded to you immediately.

The Value of Membership

Most of you, or a good many at least, have been in the knitting game a number of years and will recall the days when there was no association of knitted OUTERwear manufacturers, or sweater manufacturers, or whatever you wanted to call them. I remember those days. There wasn't a day or week or month but what I wasn't damning some one that I heard of in the industry. When something came up that you were in total ignorance of, you didn't know anybody except your casual acquaintance. There was nobody to look to for a bit of information, and there were very few text books on it. If we haven't those contacts with the other fellow so that we can brush elbows and discuss with him the problems of interest in the business, we had better go back to the old condition and let everybody fight for himself. But I believe there is a bigger thing in this organization than trying to convince a man that he should belong because so and so and so and so belong. Let's tell him something else. We will take the activities —tariff and legislation. How long do you men suppose that you could be in business, in a healthy way at least, or normal way, if a certain major political party should be swept into power, if you don't have some one agency organized with the information at hand that will go down to Washington or to New York to fight our problems. To me that one activity alone should represent every bit of interest that this association could give to its membership. Do you suppose, in a disorganized state, that, when it came time to discuss these problems, you would find your Senators waiting around until we secured the information. They would go and make a decision. Whether it affected you wrongfully or not, they would make it. If this National organization can bring forcibly to these men the questions that are vital and fundamental in this industry, isn't that a justification for your entire existence. Isn't it a justification? Why, certainly it is. How can you get along without it? We might be clever enough to fight our own battles, but there are outside influences working against us.

D. F. BYRNES,
Annual Convention, Western District.

Retail Associations Join in Move to Standardize Packing and Shipping

Five retail trade associations, have joined with the National Retail Dry Goods Association, in a campaign to make savings through the standardization of methods of packing and shipping, says the Daily News Record.

This campaign will be directed along the lines of saving through the use of lighter fibre cartons, where practicable, in the place of heavy wooden cases, and through the standardization of wrapping and packing supplies in the retail stores.

The first step taken along these lines was an exhibition of various packing methods, at the last convention of the National Retail Dry Goods Association, which illustrated the possibilities for savings both in cost of packing and freight rates. Extravagant methods now employed by many shippers, were illustrated, and comparative packings which were less expensive, both as to materials used and as to bulk and weight, were shown.

Demand Today for Dependable Merchandise

A healthy demand for all textile lines is predicted for the near future. But whether you participate in this prosperity, will depend on yourself; on whether you manufacture a quality product — in material — workmanship, and finish.

Make your employees take a keen interest in your product. Confer with the workers in your plant, and with your salesmen. Impress upon them that Knitted OUTERwear truly deserves the preference. Make your salesmen sell your merchandise on the basis of value—not price.

No consumer will continue to purchase poor merchandise—irrespective of price. You cannot, therefore, afford to produce a poor garment, which will not be acceptable to the wearer.

Remember—the mainstay of your business is to keep the good will of the ultimate consumer by giving satisfaction.

Mr. J. P. Morgan has made the following suggestion for a twenty word Code of Ethics for the Banking profession, which is applicable to any other profession as well.

"Never do something you do not approve of in order more quickly to do something which you do approve of."

Is Employee Industrial Welfare Work Practicable?

Speaking on the practicability of industrial welfare work, Mr. H. H. B. Jeffors, Ex-President of the Sherman Service, Incorporated, says that observation teaches us that we are on the threshold of the science of the human element in industry.

Most executives have a natural inclination to believe that their proven leadership is quite sufficient to cope with employee relations problems. That was true in the old days when the employer worked at the bench with his employes.

Today we have learned that we can no longer drive employees so as to obtain quantity production. They will not submit to the old driving tactics. Moreover, we know that when emphasis is put on quantity production the quality decreases, and when emphasis is placed on quality the quantity also rises.

It devolves upon Management to create incentive plans adapted to every employee to stimulate interest in the job, for a man expending true creative forces supervises himself. But whatever is done for the employee and whatever innovation or plan is installed, it must be sold to labor, if it is to bring whole-hearted response — and experience has conclusively proved that this is highly essential if the plan is to meet with success.

Finally, the greatest of care should be exercised to see that all activities of a welfare nature should be instigated and carried on by the workers; otherwise the employer may expect a request from his employees to place his philanthropy or his excess profits in the pay envelope.

Branding Bill Now Being Considered by Congress

There is now under consideration in the U. S. Congress a voluntary branding measure, applying to all kinds of merchandise, with administration vested in the Federal Trade Commission.

This Bill contains a clause on wool, which is designed to take care of the old problem involved in the "Truth-In-Fabric" bill. This clause defines "virgin wool," "new wool," and "all wool." Under the "all wool" definition, fabrics so marked might consist entirely of re-worked wool, of new wool, or a mixture of both, but must have no fibre other than wool. Wearing apparel marked "new wool," or "all wool," is excepted if the principal cloth is wool, and the label is truly descriptive of the wool entering into this cloth.

One of the sections in this act, especially interesting to our members, reads as follows: "For the purposes of this Act, an article shall be held to be misbranded, if in the case of any yarn, fabric or wearing apparel, it or the package, parcel or container (1) bears the term "virgin wool" or "new wool," and it contains any wool of the sheep or lamb or hair of the Angora or Cashmere goat that has been re-spun, rewove, re-made into felt, or in any manner reworked, or (2) bears the term "all wool" and it contains any cotton, jute, hemp, silk or any fibre other than wool of the sheep or lamb or hair of the Angora or Cashmere goat; except that wearing apparel shall not be held to be misbranded under clause (1) of this sub-division, if the principal cloth is virgin wool or new wool, nor under clause (2) of this subdivision, if the principal cloth is all wool.

TO reach Buyers the Trade Journal offers the most effective medium.

The Journal of *your* trade

is

Sweater News *and* Knitted Outerwear
93 WORTH ST., NEW YORK

338.405
NAT

Commerce

NATIONAL KNITTED OUTERWEAR BULLETIN

Knitted OUTERwear deserves the preference ©

Published by
NATIONAL
KNITTED OUTERWEAR
ASSOCIATION

Edited by
EMIL ZVIRIN, Secretary
347 Fifth Avenue
New York City

Number 4

May 5, 1925

MAY 21 1925
UNIVERSITY OF ILLINOIS

Knitted OUTERwear Outlook In Eastern District

Reports gathered by the office during the past two weeks, indicate that there is a better trend to the market than for some months previous.

An important Distributor of Knitted OUTERwear, advises that there has been some pickup in women's Balbriggan suits, as well as in men's goods.—Another, who has salesmen in all parts of the United States, reports that business on the road started improving ten days ago, and this improvement is shown not in any special line, but in every branch of knit goods.

One firm making an exclusive high-priced novelty line, says that buyers are coming in more often to look at merchandise, but that sales are still limited in quantity.

A large mill agent tells us that things are looking decidedly better. The general opinion of the trade, is that a turning point has been reached, and that from now on, business will gradually improve.

According to a Bulletin of the La Salle University, the general attitude of business men, continues to be optimistic, but buying is still very conservative.

Today there is no evidence of speculation in business transactions, largely because general sentiment has no faith in the permanence of any higher prices under the present conditions of large productive capacity and quick transportation. Both retail and wholesale dealers realize that profits on sales must come from good merchandising, and not from appreciation of prices of goods on hand or contracted for.

Sell OUTERwear to Your Salesmen

John Stern, Editor of Sweater News, at a recent meeting of Knitted OUTERwear men in New York City, accuses manufacturers of laying down on their job of bringing Knitted OUTERwear back to popular favor—and one of the principal charges he makes is that they have not sold their product to their salesmen—and so, when a buyer asks a salesman what he believes will be the best line to purchase, the salesman does not know what to recommend. This is a very serious accusation, if true. Salesmen are not supposed to overload their customers—nor should they sell them merchandise which they feel that the buyer cannot resell—but unless the salesman is inspired with enthusiasm for his product— unless he knows its real value and can in turn inspire the buyer to push Knitted OUTERwear, we cannot expect good results. So, our suggestion is for every manufacturer to get together with his salesmen—and help make them real boosters for our product. Selling your salesmen is perhaps the biggest thing you can do to put across Knitted OUTERwear.

And, just as a suggestion—have any of your salesmen displaying ability? If they have they can make a lifetime customer by helping him either make a window or counter display of our products.

Color Card Committee Selects Warm Colorful Shades for Fall 1925

A Sub-Committee of the Color Card Committee of the Association met on April 15th, 1925, at the offices of the Textile Color Card Association of America, and selected the following colors as those which should be most popular for Fall 1925:

NOUGAT—a rose tinted ecru.
SONORA—a variation of rosewood.
MOROCCO—simulates a brilliant terra-cotta.
COFFEE—a typical coffee brown.
ALPINE GREEN—green of an almond tone.
ALGERIAN RED—a wine red.
LILIUM—a light redish violet.
DELLA ROBBIA—a brilliant blue of a purple cast.

CHINESE GOLD—a rich gold with a slight pink undertone.
FROST GREY—a soft grey, light in tone.
RIVIERA—a bright Italian blue.
GOLD RED—a color similar to scarlet.

The Association has now in preparation a supplemental Fall Color Card showing these colors dyed in wool yarns, and we urge every member to immediately send in their order for these cards, at 50c each, so that they can be shipped as soon as available.

Retailers Aim to Educate the Employee and Customer to Lessen the Return Evil

According to a survey of the Retail Trade Board of Boston, fully 70 to 75% of credits for returns, are due to "customer reasons"; 85% of these being explained by "change of mind", or "no reason given by customer". About 22% of the returns are attributable to merchandise reasons. The chief reason for returns of this class, are "wrong size", "wrong color", and "sold on approval".

To educate employees in eliminating the returns evil, department stores are giving returns figures to floor managers weekly, together with a comparison of previous periods. Meetings are held twice a week, and at this time, returns are discussed with sales people, and an effort is made to determine whether or not poor salesmanship is responsible.

Customers too are being asked to observe carefully the rule permitting them to retain merchandise in their possession, for a period not exceeding three days.

Wool Yarn Jobbers' Association Take Important Step to limit Credit

In the interest of legitimate manufacturers, and in order to improve credit conditions in the Knitted OUTERwear Industry in the Metropolitan District of New York, the Wool Yarn Jobbers' Association has resolved that any firm purchasing machinery on conditional bill of sale, or chattel mortgage, is not a good credit risk, and that no merchandise should be sold to such houses on credit.

For some time past the jobbers of wool yarn as represented in the Association have given considerable thought and consideration to the causes underlying the poor financial condition in which many of the smaller manufacturers of the Metropolitan District have found themselves recently. The consensus of opinion was that among these causes the outstanding one has been the ease with which financially irresponsible persons have been able to purchase knitting machinery on the installment plan.

Investigation disclosed that a great number of such persons who have become manufacturers by purchasing machinery on conditional bill of sale or chattel mortgage, eventually became financially embarrassed because of lack of working capital and the constant necessity of meeting accruing installments. It is hoped that the new resolution will help to materially improve this condition.

Budding Authors—Attention!

Here's your chance to try out your literary talent by writing an article for this bulletin on any of the following topics:

The Elimination of Waste in Knitting Mills.
Proper Illumination in a Knitting Mill.
Employee Cooperation.
A Suggestion Box for Employees.

Retail Selling Group of the Eastern District Considers Retail Selling Problems

Problems of those selling Knitted OUTERwear to the retail trade, were discussed at a meeting of the Retail Selling Group of the Eastern District Association this week.

One suggestion advanced, is that direct retail sellers in New York, have their credit men get together at regular intervals, preferrably at luncheons, to discuss doubtful accounts and other credit matters.

A prominent Distributor made a recommendation that prices should be at a level which would insure a profit on the part of Distributors, as there has been a perceptible improvement in the market in the last ten days, and if the market was not demoralized at the present time by cutting prices, goods could be sold at a fair profit.

One member stated that one of the difficulties in our trade at present, is the lack of individuality and distinction in the products being handled by distributors and manufacturers; that too much copying is being done, and although it is a good thing to push the same general type of merchandise, it is best to adapt the general types in such a way, that each firm will be selling goods which are distinctive to that firm.

This Year's Convention Most Important for Our Industry

The Annual Convention of the National Knitted OUTERwear Association, to be held at the St. George Hotel, Brooklyn, on July 9th, 10th, 11th, this year, should be attended by every knitted OUTERwear man, who feels that present conditions call for concerted action by every factor in the Industry.

It is especially in a year, when the Industry is not running at peak production that there is more time to attend this Convention — and at the same time, concerted action at such a Convention may be the means of stimulating the entire Industry to profitable production.

So get out your diary today—and mark off the dates of July 9th, 10th and 11th. Remember, this Convention brings together the best minds of the Industry and we want you to be ready to present your suggestions, as well as to hear what the other fellow has to propose, to improve conditions.

Here's What Pacific Coast Says About Our Year Book

April 15, 1925.
NATIONAL KNITTED OUTERWEAR ASSOCIATION,
347 Fifth Ave., N. Y. City.

Congratulations, your year book is a stimulant to the pessimist.

PACIFIC COAST KNITED GOODS ASSN.

Department of Commerce Reports 33% Increase In Knit Goods Output for 1923

A report issued last week by the Department of Commerce, states that the output in knit goods of mills answering a questionnaire sent out by the Department, amounted to $848,176,734 in 1923, which amount showed an increase over 1921, of 33.8 per cent.

Of this total, $378,732,878 was contributed by hosiery, $160,901,752 by underwear, $197,158,178 by fancy knit goods (sweaters, jerseys, bathing suits, scarfs and shawls, headwear, neckties, gloves, mittens, etc.), $68,520,678 by knitted cloth, and $42,863,348 by minor products, including receipts for work done on contract. All these groups of products show substantial increases as compared with 1921.

The survey reveals that there was a considerable rise in the number of factories in operation during the census year, 2,323 establishments submitting reports to the department as against 2,078 in 1921, a gain of 11.8 per cent.

In fancy knit goods, production increased all along the line with but two exceptions, these being sueded cotton gloves, and gloves and mittens not sueded. In the case of the former the decline amounted to 79.8 per cent, and in the latter 9.8 per cent.

In the manufacture of knit cloth, only one decrease in output was recorded, that being jersey cloth, the decrease being 10.9 per cent.

Knitted OUTERwear to Be Featured by Fox Films

Through an arrangement made with the Fox Film Corporation, the Knitted OUTERwear Bureau is planning in the near future to feature the products of the industry in a special section of the Fox News Reel.

It is estimated that this film is seen each week by an audience of over 60,000 000 people in hundreds of theatres throughout the country and anything presented through so powerful a medium is bound to make a definite impression on the public.

Plans are now under way to display at least twenty of the newest notes in knitted OUTERwear, consisting of garments that will be in special vogue during the summer months. Subscribers to the knitted OUTERwear Bureau are invited to take advantage of this unusual opportunity for featuring their products, by supplying the Bureau's offices with samples of their latest garments. It is requested that in supplying such garments to the Bureau, consideration should be given to their novelty and news interest.

The section of the news reel in which the products of the knitted OUTERwear industry are to be presented, will be made up of a number of scenes, both interior and exterior, in which popular mannequins will appear, dressed in appropriate knitted attire. This is one of the biggest achievements that the Bureau has ever been able to point to, and the showing of the film should lend substantial impetus to knitted OUTERwear sales during the warm season.

MAKE YOUR PLANS NOW TO ATTEND ANNUAL CONVENTION JULY 9-10-11

Industry's Need for Research Rapidly Growing

According to a recent statement of Mr. Maurice Holland, of the National Research Council, scientific research carried on by trades industries as a whole, will become of increasing importance in the next few years, in order to enable business to meet competition both at home and abroad.

As a result of research in textiles, Germany is making such rapid strides, that her competition will be increasingly felt by us. England too, is doing a great deal in the field of co-operative research of materials and methods.

The Cotton Research Association is the only Research Bureau as yet founded by textile industries here. The National Research Council is an endowed organization, whose function is to co-ordinate and assist in the building up of such research work within industries.

Wherever an industry or trade has made use of the research principles, there is convincing evidence that it has paid big returns in an increase of profit and a lowering of expenses.

New Market for Bathing Suits

The Women's Wear Magazine announces that more than one hundred outdoor concrete swimming pools have been built in so-called "Dry Towns" in the past year, by civic organizations such as the Kiwanis Club, etc.

This indicates a growing tendency to consider outdoor bathing a civic necessity, and has opened up a bathing suit market, which is not confined to towns which have outdoor bathing facilities.

In recommending bathing suits for retail purchase, this Magazine goes on to say: "In preparing for a demand for bathing suits, it is always wise to bear in mind, that the ultimate test of whether a bathing suit sells or not, is whether or not it is practical. Of course, there are a certain amount of novelty silk suits sold each season, but the rank and file trade is interested in something which can be worn in the water and which can be worn all summer. For this business the safest bet, at the present moment, is without doubt the one-piece wool jersey suit, with skirt attached."

TO reach Buyers the Trade Journal offers the most effective medium.

The Journal of *your* trade

is

Sweater News *and* Knitted Outerwear

93 WORTH ST., NEW YORK

338.405
NAT

NATIONAL KNITTED OUTERWEAR BULLETIN

Published by
NATIONAL
KNITTED OUTERWEAR
ASSOCIATION

Edited by
EMIL ZVIRIN, Secretary
347 Fifth Avenue
New York City

Number 5 June 6, 1925

EVERY KNITTED OUTERWEAR MAN WILL KEEP THIS DATE.

The Annual Convention of the National Knitted OUTERwear Association to be held at the St. George Hotel, Brooklyn, N. Y. on July 9, 10 and 11 promises to be the most important—and the best attended Convention that the Industry has ever experienced.

The general program is being prepared—and will include beside the business sessions—a Knitted OUTERwear Banquet which will be distinguished by a special program different from anything attempted so far by the Association. Besides the entertainment and banquet, arrangements are being made to take care of any golf enthusiasts who want to try their skill on the Metropolitan links.

But the real reason why everyone will want to attend this Convention is because most of the two day session will be taken up with the discussion of the present problems of the Industry—for today more than ever before everyone in the Industry should be ready and eager to attend such a discussion and to lend his aid in formulating workable plans for the solution of our problems.

So—decide today that you will attend this Convention—and that you will bring with you one other member.

Annual Convention! JULY 9 - 10 - 11 BROOKLYN - NEW YORK

The General Knitted OUTERwear Situation

Although the general tone of the market is quiet—there seems to be a feeling that Knitted OUTERwear business is due for a steady improvement, especially when the Fall buying sets in.

The Eastern District market, as far as the ladies novelty goods are concerned, has been very quiet—but during the last two or three weeks a noticeable pickup in business has been felt, especially by those making the higher grade ladies' specialties. Bathing suits in this district are selling well—as are also balbriggan suits.

Our Western District reports that a majority of the mills in their District are still slightly ahead of 1924 in the volume of business booked.

The Pennsylvania District says that conditions there are about the same as a month ago—some of the mills are fairly busy, but they are uncertain as to the future trend.

The Pacific Coast District reports that strollers and balbriggans are active—and that bathing suits are selling fairly well.

New England advises that business is fair—and the mills are looking forward to improvements after the fall opening.

READY FOR YOU TODAY!
New 1925 Fall Color Card

If you have not yet ordered a copy of this new Card, which shows the warm colorful shades which will be most popular this Fall, send in the coupon below today—and we will see that your copies are mailed immediately.

Also send in your order for the Standard Color Card, if you haven't a copy on hand. It contains 44 staple shades of the Industry—Price $2.50.

National Knitted OUTERwear Ass'n,
347 Fifth Ave., N. Y.
Please forward at once:
......Fall Color Cards at.......$ .50
......Standard Color Cards at.. 2.50
We enclose check in payment.

....

....

Confidence—a firm trust or reliance—assurance of mind.
Courage—persistence, fortitude.
WEBSTER'S DICTIONARY

The dictionary appears to be sadly neglected by Knitted OUTERwear manufacturers today—and there is no better time than the present for not only looking up a number of these words—whose names and meaning seem to have been forgotten by our manufacturers, distributors, and salesmen—but also for keeping them constantly before one in his daily work.

Knitted OUTERwear assuredly has it's place in the scheme of things—it has grown as an Industry by leaps and bounds because men, women and children have found that these garments combine practicability, durability and fine appearance—and that for all around wear throughout the year there is no better garment in the market. Of course, there is no Industry in the apparel trade which can constantly keep at a high peak of production—for fashion must exert a certain amount of influence on demand—and yet this is all the more reason why at this time, real salesmanship and confidence in your merchandise are required.

If you believe in the intrinsic value of your product, as we know you do—whether you are manufacturer or distributor—make your salesmen believe in it. Your confidence will inspire him. Show him why the economy, adaptability, and beauty of Knitted OUTERwear make it a product which must sell purely on its own merits. And if your salesman is imbued with this feeling of Knitted OUTERwear's real worth, he will in turn inspire confidence in the buyer—who today hesitates to purchase because he has not been thoroughly sold by our manufacturers and their representatives.

Confidence is contagious—if you believe in your product you will find that the same feeling prevails all down the line. So dig out your Webster's dictionary today—and start yourself and your business on the up grade.

Give Your Customer and Yourself a Fair Chance

Are you nursing a grievance against a customer—which is hindering the continuance of amicable business relations—because of an unfair return—or an unjust cancellation—or any other disagreement about which you have not been able to come to terms? If you are, here's the chance to get the dispute settled quickly—and satisfactorily — by referring it to our Complaint Department.

Where such abuses are referred to this Bureau—our first step is to give the person against whom a complaint is filed an opportunity to explain his position. If there is a legitimate cause of dispute, we then arrange to have the matter arbitrated—although in most cases we find that we are able to make amicable adjustments satisfactory to both sides without such an arrangement.

So, be just to yourself and to your customer. If you have an honest cause for complaint, give our Bureau a chance to show you how quickly it can iron out any such difficulties.

Is Your Employee An Idea Producer?

Too many employers are accustomed to think of their employes as men hired for the purpose of carrying out some particular work, and if that is done efficiently and satisfactorily, that is all they ask of the worker.

But why not make your worker take an active interest in the success of your plant? It has been said that the most precious thing in the world is an idea. And you can stimulate the idea creating faculty of every man in your plant, if you will adopt some of the suggestions already used successfully by other Industries. Take for instance, the Peoples Light Gas & Coke Co. of Chicago. The magazine, "Business" states that this Company has found a plan of giving prizes for suggestions to be one of the best stimulants for obtaining new and workable ideas from employees.

As stated by the above Company the purpose of such a plan is to encourage and stimulate employees to make suggestions calculated to be beneficial to the Company, and to assure prompt action and adequate rewards for suggestions in proportion to their value.

If any of our members desire further information on the establishment of a suggestion system, we will be glad to give them full details for its installation.

Congress to Consider Copyright Registration of Designs

There was recently referred to Congress by the House Committee on Patents, a bill to give holders of design copyrights within the United States, the exclusive right to reproduce, sell and use the copyright designs.

As defined in the bill the term "design" would include any original conception in relation to a manufactured product, either as to pattern, shape or form, in its application to or embodiment in such manufactured product for the purpose of ornamentation, decoration, or design.

Design copyrights registered in compliance with the provisions of the bill would be assignable, and holders of such copyrights might make grants of rights thereunder for the whole or any part of the United States. Such assignments, grants, etc., would have to be recorded in the Copyright Office.

Designs registered under the bill would be listed in the Catalogue of Copyright Entries published by the Library of Congress. This publication can be secured on a subscription basis and would be admissible in court as prima facie evidence of any of the facts set out therein covering designs registered and referred to in it.

YOU ARE EXPECTED AT THE ANNUAL CONVENTION
JULY 9 - 10 - 11

Do You Know How to Get at the Actual Facts of Your Business?

"I figure my costs on every style I manufacture. I consider everything going to make up a garment. Yet, somehow, at the end of the year, my profit is not there." How many knit goods producers have said just those things?

There is a remedy—proper cost records. Not calculation by a system of your own, not trusting to guess work, but taking advantage of the experiences of men who have been in the business for years—men who have had the time and the indulgence to study out just those problems which puzzle you most.

How do you keep track of your winding waste? Your knitting waste? Do you take a chance and estimate these important production factors, or do you know? You can know, and figure properly how much your merchandise costs you.

Refer to the "Cost Accounting Manual for the Knitted OUTER-wear Industry". A few copies are still on hand, and may be obtained from the National Knitted OUTERwear Association, 347 Fifth Avenue, New York City, price $2.50.

World Rayon Production Increases Five Fold in Ten Years

According to a recent estimate of rayon production, prepared by Mr. S. A. Salvage of the Viscose Company, and reported in a recent issue of Textile World, world production of rayon for the last ten years, can be approximated as follows:

	Pounds
1914	26,000,000
1918	35,000,000
1921	65,000,000
1919	40,000,000
1920	50,000,000
1922	79,738,000
1923	97,000,000
1924	141,164,000

Associated Knit Underwear Mfrs. of America Favor Supreme Council

Addressing a luncheon meeting of the Associated Knit Underwear Manufacturers at Atlantic City, on May 15th, 1925, Mr. J. J. Phoenix of the Bradley Knitting Company stated that the Supreme Inter-Association Council of the Knitted Textile Industry would provide the means for the attainment of the ultimate in cooperation between our Associations.

In pointing out the needs for concerted action in the knitting industry, Mr. Phoenix indicated the extent to which the Knitted Wear Industry had grown. Annual sales in the entire knitting industry, he said amounted to $850,000,000; of which hosiery represents $375,000,000; underwear $260,000,000; and outerwear, $210,000,000.

The Supreme Council, such as recommended by Mr. Phoenix, will be effective in solving problems of legislation and distribution, and other matters effecting the Industry as a whole.

A resolution was adopted at this meeting providing for the establishment of such a supreme inter-association council to represent the entire knitted textile industry.

New Book Issued on Warp Knitting and Glove Manufacture

Bragdon, Lord & Nagle, of 334 Fourth Avenue, New York City, have just issued a new book covering warp knitting and manufacturing of gloves.

This book describes the principal types of fabrics made on warp knitting machines, explains their method of production, and has separate chapters on the manufacture of nets, glove fabric, underwear, hosiery and knitted fabric gloves.

New England Stores Say Sweaters Will Return to Favor

Although a few Boston sweater Buyers, says Women's Wear, state that the style trend has somewhat cut the sale of sweaters, one merchandise manager takes exception to this belief. His Sweater Department incidentally is reported to be selling as much Knitted OUTERwear as last year. He believes that women are tending to an increasing use of sweaters, and that lack of business is not the fault of the customer, who is ready to buy new and original styles. With the tendency toward simpler and more mannish clothing, sweaters should come into play more extensively than ever.

St. Louis reports that buying there of women's sweaters is confined almost exclusively to the higher quality garment.

Detroit is noting some signs of improvement, as a result of the impetus to sales for sportswear, because of favorable Spring weather. The stores there are taking an optimistic attitude towards Knitted OUTERwear. Stores in Detroit report that the presence of cheaper grades of Knitted OUTERwear, has caused a demoralizing effect on the market, but that there is now a decided re-action toward higher priced merchandise.

The general attitude of the retailer toward possibilities in Knitted OUTERwear, is that business will be better than it has been during the past three months.

Retailers seem to feel that Knitted OUTERwear sales will be confined this year, largely to sport goods. At the same time, the consensus of opinion is that this condition is only temporary, and that Knitted OUTERwear as an article of streetwear, will assume the place which it formerly occupied.

Make arrangements NOW to attend
Annual Convention - July 9 - 10 - 11

TO reach Buyers the Trade Journal offers the most effective medium.

The Journal of *your* trade

is

Sweater News *and* Knitted Outerwear

93 WORTH ST., NEW YORK

338.405
NAT.

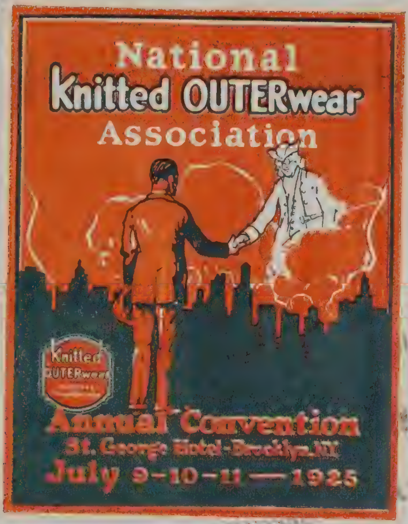
NATIONAL KNITTED OUTERWEAR BULLETIN

Published by
NATIONAL
KNITTED OUTERWEAR
ASSOCIATION

Edited by
EMIL ZVIRIN, Secretary
347 Fifth Avenue
New York City

Number 6

July 1, 1925


National
Knitted OUTERwear
Association
Knitted OUTERwear
Annual Convention
St. George Hotel-Brooklyn, N.Y.
July 9-10-11—1925

ON TO NEW YORK!!!

Yes, Sir!—you'll want to be among those to answer HERE when the roll-call of this Convention is taken.

For, with business conditions what they are, you and everyone, who has his capital invested in the Industry—and is devoting his life-time to it, will want to hear what the keen-minded, far-seeing leaders of our Industry have to say about our merchandising problems.

And when you come, get ready to attend an honest-to-God business meeting—a meeting whose motto will be action—a meeting which will tackle its problems with its coats off and its sleeves rolled up—and whose object will be primarily the adoption of effective measures for meeting present trade conditions.

We count on your attendance!

**YOU ARE EXPECTED AT THE ANNUAL CONVENTION
July 9-10-11 Brooklyn, N. Y.**

Do Your Customer the Favor of Complaining Against Him

Have you ever heard the boys who were in Service tell of what a tremendous good the military discipline did them—in compelling them to cast off some of the bad habits—which they had unconsciously assumed in civilian life? The same may be said of a Knitted OUTERwear buyer, who gets into the habit of returning goods or cancelling orders on the slightest pretext—or on none at all.

Every case of this kind, which you allow to pass unnoticed merely makes your customer feel that he can return goods at any time—and so his orders will be placed carelessly, without regard to his actual needs. And, besides this, if he sees that you receive returns without a murmur, he will tend to think less of your firm and its products. But, if you adopt a firm attitude of refusing to accept returns or cancellations—and in case of need report such unfair dealings to the National Association it will make your customer use more care in placing his orders, and will raise you in his estimation as being a firm which believes in its product—and is ready to stand squarely behind it—but which will not stand for anything but square dealing by anyone wlth whom it does business

Are Bulgarian Colors to Be Most Popular for Fall?

So say some of those who are known as well-versed in what colors will be most popular in the realm of fashion this Fall—and this is partly born out by the Fall Color Card of our Association, on which are found a shade of an orange tinge, known as Moroccan—and an Algerian Red. Ten other popular Fall shades are shown on this card, copies of which can be obtained from the Association offices at 50 cents each.

Send this order blank in today, if you have not received your copies of this card.

National Knitted Outerwear Ass'n.,
347 Fifth Ave., New York City.

Please forward us ...... copies of the 1925 Fall Color Card at 50c each. We enclose check in payment.

Name ....

Address ....

What Are Your Losses in Dyeing and Winding?

A letter was received from one of our members, inquiring regarding the average amount of loss in yarn, in dyeing and in winding.

Our Technical Committee made an investigation of this problem, among the membership of the National Association, and from the replies received it was found that the average loss in yarn in dyeing is 3%, and the loss in winding is from ⅞% to 1% of the total weight of the yarn.

There are, however, various factors which might change the amount of loss, under other than usual circumstances. A difference may be shown due to the amount of oil that a spinner uses while spinning his yarn. If the oil content is too great, it would result in more loss in scouring, and necessarily, the loss in weight would be above the average.

Also, there is a probability that the yarn might be dried out too much, and although the weight immediately following dyeing might seem to be excessive, it would regain its natural weight, by absorbing moisture from the air.

In connection with this, it might be well for a mill to send its yarn to the United States Conditioning Company, or to some other conditionig works, to test it for the oil content. Then, when the yarn was returned from the dyers, a manufacturer could tell by the weight, whether the yarn has been too thoroughly or not properly dried.

In regard to winding waste, this will, of course. vary according to the operator; that is, a good winder will have less winding waste than an inexperienced or careless winder.

PERFECTION ATTAINED!
No Further Need of Advice on Technical Matters.

The above heading is true as far as the Association is concerned—for, although we have a Technical Bureau, which is ready to help our members in solving any of their especially difficult technical problems. the members have been so slow in taking advantage of this valuable service, that it would seem that all the Industry's problems have been solved.

This Committee is ready to answer

technical questions on machinery, raw materials or manufacturing processes. There is no doubt that you have some plant problem which has already been solved by some other manufacturer in the Industry—and you should avail yourself of the opportunity afforded by the Technical Committee to get the benefit of other people's solution of the problem which is troubling you.

Try this service out today!

It's the Little Things That Count!

We all know the story of the man who was so intent upon standing up straight that he fell over backward—Not until he got a hard, efficient bump was he wise enough to realize that one cannot devote all one's time and attention to the apparently big things in life.

After all—it's the little things that really count—and can be made to count **more!**

No one knows this plain, unvarnished truth better than the successful retailer. The great department-store institutions of New York carry out the idea of many small services to the consumer on an elaborate scale. The small town retailer cannot hope to follow closely in their footsteps, but there are many little things he can do for his patrons, that will loom large in building up the good-will side of the ledger.

It was with this thought of promoting public good will toward Knitted OUTERwear and the dealer in Knitted OUTERwear, that the Knitted OUTERwear Bureau, 450 Fourth Avenue, New York City, first issued its small service booklet, "How to Care for Knitted OUTERwear." This attractive, well-planned little brochure tells the consumer of the advantages of intelligently caring for the knitted outerwear he owns, and explains how he can best lengthen its wearing qualities and life.

So that this excellent booklet may receive the widest and most effective distribution possible, the Knitted OUTERwear Bureau is offering to supply retailers with any reasonable quantity without charge.

It is suggested that dealers who wish to take advantage of this request get immediately in touch with the Knitted Outerwear Bureau, at 450 Fourth Avenue, New York City.

The Importance of Quality Standardization

As stated in a recent bulletin of the Chamber of Commerce of the United States, quality and quantity standardization are essential for the free interchange of commodities in commerce beyond the stage of first hand transactions in which personal observation and opinion govern.

That this quality is fundamental has been conclusively demonstrated. Test one by one the elements of satisfaction. Prices and terms lose half their appeal if they are not backed up by quality. What is to be gained by promptness in the matter of delivery if the goods upon receipt have to be rejected because of deficiency in quality?

As a nation we have developed to the highest degree the science of **quantity** production. Now with characteristic American progression it is only natural that we are experiencing a very definite trend toward the development of **quality** production. As in other broad economic movements the most effective results are being achieved through organized and cooperative efforts. The instrumentality of such efforts is properly the trade association as standing for the advancement of the industry it represents.

Sweater News & Knitted Outerwear Starts Interesting New Department

A new department just started by Sweater News should prove of great interest not only to retail sellers of Knitted OUTERwear but also to manufacturers who desire to familiarize themselves with data concerning their products, which will help them answer questions often put to them by their customers.

This new department gives information on such topics as the difference between worsted and wool—how wool can be distinguished from cotton in a garment—what virgin wool, camel's hair or cashmere are.

This department is conducted by George A. Urlaub, manager of the Service Department of the Knit Goods Publishing Corp., and Instructor in Knitted Textiles at New York University. He states that he will be glad to answer any questions submitted by readers of Sweater News.

To Increase Your Knitted OUTERwear business, Study the Ultimate Consumer

This was the keynote of the talk recently given to Knitted OUTERwear men in the Eastern District by Mr. Raymond E. Bell, Industrial Engineer. He stated that the greatest difficulty today, is the co-ordination of manufacturing and selling, whether business is at a high or low ebb.

An important factor in the Knitted OUTERwear business, is whether you can anticipate the cycle of styles. In Paris, there is a regular routine of style development. A style is exhibited to the public, careful note being made of the way in which it is received. It is handled in a way similar to the testing out of an advertising campaign. Retail stores in this country use a similar method. Buyers purchase in limited quantities, and then get careful statistics on the sales of these products.

There is something besides an intuitive process in the building up of a line. It is not a matter of pure speculation. Not the price of the merchandise, but the merchandise itself, determines the customers' purchases. A good deal of attention of manufacturers should be devoted to retail prices. Retailers have found by careful study the prices at which the public will buy various types of merchandise most freely. The manufacturer should determine the price at which the consumer wants to buy, and then determine the price at which figure he must manufacture, in order to make goods to sell at the price desired by the consumer. You must see that one number does not carry the entire burden of your line. You should have five or six numbers of the same general type at the same price, even though you have formerly charged 50 cents above or below this price.

Filene's department store has recently determined to build a line of knitted outerwear on the basis of prices which would prove most popular to the consumer. It is up to the manufacturer to study the advertisements of retail stores in order to determine the best line of prices. The fact that a man makes good merchandise at a particular price will give him a better reputation, than if he has the reputation of making a good general line.

TO reach Buyers the Trade Journal offers the most effective medium.

The Journal of *your* trade

is

Sweater News *and* Knitted Outerwear

93 WORTH ST., NEW YORK

338.405
NAT

NATIONAL KNITTED OUTERWEAR BULLETIN

Published by
NATIONAL
KNITTED OUTERWEAR
ASSOCIATION

Edited by
EMIL ZVIRIN, Secretary
347 Fifth Avenue
New York City

Number 8

August 24, 1925

THE LIBRARY OF THE
AUG 31 1925
UNIVERSITY OF ILLINOIS

Knitted OUTERwear Market at Last Shows Signs of Life.

The New York market, which is considered the Knitted OUTERwear barometer for the whole country, has shown signs of real activity in not only staple goods, but also in novelty lines during the past 10 days. High class goods are still selling well, although the volume has dropped off somewhat, due to buyers taking vacations. The general tendency is for the booking of slightly larger orders for ladies' goods, in this market. Men's and children's lines are picking up—men's lumber jackets and crickets especially selling well. The leaders in the ladies' line are still balbriggan suits and dresses, and there is a scarcity of this cloth in the market.

Philadelphia reports a slight flurry in fancy sweaters, while men's goods have dropped off somewhat from their previous demand.

In New England conditions are reported as not normal, because although prices on raw material are going up, the demand is for last year's prices. Advance orders are coming in for small quantities.

The Pacific Coast reports some improvement in the market — general conditions being promising. Women's garments are still moving slowly, although there is a strong demand for balbriggans. Advance business is limited in quantity.

Have You Your Copy of Our Code of Ethics?

Every member of this Association should have a framed copy of the Code of Ethics, adopted by the Association, at the office or factory.

Copies of this Code in a size suitable for framing, can be obtained free of charge from the Association office.

Send in your order today if you have not already received your copy.

Trade Associations Permitted to Gather Statistics for Members

A recent Supreme Court decision has broadened the scope of statistics which it is permissible for trade associations to gather for the use of their members.

As summarized by the National Association of Manufacturers, the Court decision makes it clear:

1. That an association or combination of persons or corporations may fairly and openly compile and distribute timely trade information to their members or associates, providing such association or combination is not reaching or attempting to reach an agreement or arrangement to restrict production or prices, or divide territory, or otherwise artificially restrict competition among themselves.
2. That the data which may be lawfully compiled and distributed under such circumstances may include: unidentified information as to the cost of the product, the price received for it in closed transactions, the volume of such production, the stock on hand, and the approximate cost of transportation from the established center of shipment to the various places of consumption.
3. That a tendency to uniform price for a standard article following the distribution of legitimate trade information merely indicates the natural operation of economic law following the exercise of a valid right. It is not in itself an index of illegal trade restraint.
4. That such associations, or persons, or corporations within the same industry, subject to the restrictions stated, may freely meet and discuss the information thus obtained.

W. W. Birge, of Industrial Fibre Co., on Trade Co-operation.

W. W. Birge, President of the Industrial Fibre Company, in speaking before the Convention of the National Association, held in July, said:

"I want to say a few words with reference to your organization. I can't help it because I am a great believer in co-operative work. The day of the individual is absolutely past. No man can live alone. I think every man should ask himself whether or not he is an asset or a liability in every phase of life. I care not whether it is in his family, whether in business or whether in the community, and you men here in your organization should ask yourselves whether or not you are an asset or a liability to the industry of which you are a part.

"I read an article a few days ago on the subject of a contract. When is a contract not a contract? I think it is one of the greatest questions this organization could take up, with reference to your dealing with your customers and your dealing with those from whom you buy. I say that no civilization can exist which does not regard and absolutely live up to the infallibility of a contract. If a man is in trouble, if he comes to me and he comes to me honestly, maybe that man will be relieved of any just obligation. But when a man places a contract there should only be one reason for getting out of it, and that is an honest settlement with the man with whom he makes the contract.

"I was talking to a man in a certain line of goods, and he said, 'We find three stages of evolution.' (I don't like to mention evolution at this time.) 'When business begins to get dull, we begin to get letters that our product is not satisfactory. That is the first stage of the evolution. The second is the letter asking us to please hold up delivery. The third and last stage is the request to cancel.'

"Now I say that is an unfair way of doing business. If you have honestly entered into a contract, or I may put it the other way, if your customer has honestly entered into a contract with you, you should know that it is a contract and not an option. If you want an option, have it understood in advance.

"I had a man come to me nine months ago and he said, 'I would like to buy some artificial silk (as it was called then). If the price declines, I want the benefit of the decline.'

"I said, 'Mr. So.-and-so, I will enter into any kind of a contract as long as it is definite and in writing in advance. I will take the gamble on the decline and on the advance as long as I know that it is understood, but I don't want to enter into a contract when if there is a decline the order is cancelled and if there is an advance every pound will be taken out.'

"I want to say to you gentlemen in convention, with your customers and with your dealers with whom you do business, you can't do any better work than to absolutely go on record and live up one hundred per cent to the infallibility of the contract."

What Have Face Powders to do With Knitted Outerwear?

"No connection," you'll probably say, yet the Knitted OUTERwear Industry may be able to learn a lesson from the experiences of face powder manufacturers.

A recent article in Nation's Business says that of one hundred and thirty-seven brands of talcum powder, 60% of the business is done in only five brands. And this leads us to observe — aren't Knitted OUTERwear manufacturers preparing too diversified a line of goods? Would it not be better to settle on a few basic styles—and then cater to Dame Fashion by varying these styles with the necessary frills and furbelows? Of course, style means change—a constant refreshing of goods — changes which will attract the variable taste of our better halves. And yet, these same changes can be made, keeping the basic type of garment the same.

Complaints are coming in from every side today, that retailers are giving one-half dozen orders on novelty goods—and are buying so sparingly, that it is impossible to manufacture goods at a profit. May not this condition be the fault of the manufacturer, who is supplying so many different types that the retailer is afraid to stock up on any special number, for fear it will be out of style before he has a chance to turn over his stock.

"A single IDEA may have more value than all the force and strength of engines and animals for a century."
—Emerson.

Letters From Our Members

National Knitted Outerwear Ass'n,
347 Fifth Ave., New York City.
Gentlemen:

There are today a goodly number of knitted outerwear concerns who have enjoyed fairly good business since the beginning of the year, and it seems this condition will continue for the balance of the year.

At some time or another every commodity experiences a protracted period of depression. We must prepare ourselves for these emergencies by building up the proper sort of distribution facilities and by keeping our plants in proper order, so that when spotty business arrives, we are in position to handle it efficiently and quickly by producing the desired merchandise when most wanted.

In this regard we must not forget labor and must at all times maintain and have available a trained force. Due to depressions, our industry has lost a large number of experienced hands to other lines and it is increasingly difficult to obtain capable help when the rush period comes along.

There are a great many important matters that our association must take care of and this can only be attained through a 100% membership of the industry in the association. Lack of co-operation within the industry has done more harm than the periods of business depression.

MORRIS LONDON
Commodore Knitting Mills,
Brooklyn.

Industry In General Is Improving

The National Association of Manufacturers, summarizing ten thousand answers to questions submitted to leading Industries throughout the country, states that prospects for the coming Summer are healthier and on a more stable basis than for some time.

Seven particular indices stand out in this barometer of business:

1. Stability has supplanted hysteria and indecision.
2. Production is at a healthy flow.
3. Wages are high, with no indication of wide reductions.
4. Employment is on the increase for the summer.
5. Competition is keen.
6. Consumers' prices are lower.
7. Price variations are less severe than a year ago.

Extracts From Cost Accounting Manual for the Knitted OUTERwear Industry.

"It is very important that you have cost sheets completely and accurately compiling the cost of every STYLE you manufacture and every kind of YARN you use.

"As a matter of fact, the amount of service you get out of any cost system rests solidly upon the care you employ in computing these fundamental cost records.

"Step 24: The yarn cost sheets have to be made up first.

"We assume that you buy your worsted and woolen yarns in skeins and have them dyed outside, or, that you buy dyed yarn on cones, or use both methods.

"(1) Determine at what price you want to put your yarns into the coming year's line. To this end you will take into due consideration the cost and quantity of old contracts you have on hand or coming in, as well as the general outlook of the yarn market.

"The probable sales prospects of your own product should not be allowed to exert any influence at this time. This item is to be given consideration when fixing the percentage of profit on the style cost sheets."

For further details, see "Cost Accounting Manual for the Knitted OUTERWEAR Industry — Werner Lutz," copies of which are still available at the National office, and will be mailed to you on receiving your written order.

What Are the Main Causes of Credit Frauds?

An interesting discussion on this subject is given in a recent bulletin of the American Institute of Accountants.

A United States District Court Judge states that these frauds are largely due to excessive extensions of credit. Court records establish the fact that fraud in considerable quantity is to be found among bankrupts. Were the records to be examined with care it might also be discovered that very often creditors invite the frauds which are directed against them. The extension of lines of credit that cannot be justified by the character of the debtor or by his financial standing, affords him the occasion to make a bankruptcy fraud profitable.

In another statement by the Hon. J. M. Thompson, United States District Judge of Pennsylvania, the fact is emphasized that in his opinion credit fraud is due to lack of verification of statements and references. He states that in practically all cases tried before him, where it has appeared that credit was extended upon the faith of false statements, over-estimating assets, and under-estimating liabilities, the falsity of the statement might have been ascertained when the statement was received if the creditor had even made a slight effort to ascertain the truth.

Plea Made for Uniform State Arbitration Laws

At a recent meeting of a Committee on Commerce, Trade and Commercial Law, of the American Bar Association, Mr. Charles L. Bernheimer, urged the American Bar Association to secure the enactment in all of the States of this Country, of an arbitration statute which would be uniform throughout the country, and pointed out the difficulties which would necessarily arise, if arbitration laws in one State, were in conflict with those of another.

It is the public he states, who must be educated on the value to be derived from arbitration. The aim of arbitration is merely to aid the Court and State, in securing dispatch with reasonable justice, but without any of the legal technicalities, which creep in during court proceedings, and which are not germane to the issue. The parties to an arbitration want a speedy adjustment, and do not want to be forced to wait years for a case to go to trial. If questions of law are separated from facts, you will destroy that which is the basis of all arbitration. Merchants themselves, knowing the Code of Ethics in their particular branch of industry, can supply the answers to any questions of law that may arise, far better than any tribunal. In fact, that is exactly the reason why arbitrators has very aptly been characterized as a short cut to justice.

FOR SALE

1 Stafford & Holt 3 inch dial top.
1 Stafford & Holt 12¾ inch racking machine—6 cut with extra cylinder and dial 7 cut.
1 Stafford & Holt 12 inch racking machine — 6 cut with extra cylinder and dial 7 cut.
1 Stafford & Holt 11¼ inch racking machine — 6 cut with extra cylinder and dial 7 cut.
1 Stafford & Holt 10½ inch racking machine — 6 cut with extra cylinder and dial 7 cut.
1 Stafford & Holt 13 inch 10 cut—with automatic striper.
1 Lamb flat border machine—21¼ inch.
1 New Branson 8 needles to the inch—21 inch—with automatic striper.
1 New Branson 8 needles to the inch—17 inch—with automatic striper.
1 Stafford & Holt 8 grade 16 inch.
1 80 Spindle Foster Coner.
1 Prosperity Steam Press.
1 7 H. A. Kane Boiler.
1 37-inch Grand Rapid Steam Collender.
3 54-inch McCreery Brush Machines.
12 24-inch 18-cut double lock hand machines.
4 18-cut 24-inch hand machines, double lock.
1 30-inch 16-cut full automatic Dubied Machine.

No. 31

TO reach Buyers the Trade Journal offers the most effective medium.

The Journal of *your* trade is

Sweater News *and* Knitted Outerwear

93 WORTH ST., NEW YORK

338.405
NAT

NATIONAL KNITTED OUTERWEAR BULLETIN

Knitted OUTERwear deserves the preference ©

Published by
NATIONAL
KNITTED OUTERWEAR
ASSOCIATION

Edited by
ELLERY B. GORDON
Executive Secretary
347 Fifth Avenue
New York City

Number 8 October 15, 1925

THE LIBRARY OF THE
OCT 26 [illegible]
UNIVERSITY OF ILLINOIS

Market Displays Strength

REPORTS from all sections of the country indicate that with few exceptions mills are working under pressure.

Philadelphia reports encouraging conditions, with a steady, if not voluminous, bulk of orders on staples. Extra shifts are employed to care for the enlarged business in novelties.

The Pacific Coast market conditions are vastly improved, with both men's and women's sweaters in heavy demand for immediate delivery. The swimming suit business has been in fair volume.

A recent check up among Western District members also indicates a decided improvement. Practically all members report better general business conditions with a nice batch of reorders and a great demand for rush shipments. The feeling is that the next few weeks will bring many orders which cannot be filled. Some manufacturers are even predicting that the demand will be so big that many merchants will be disappointed in obtaining staple goods for the Fall and early Winter business. There is a feeling that this situation will help to correct at least to some extent, the hand-to-mouth buying situation. Indications in the Western District are that there will be a fairly nice business on the revival of turtle-neck sweaters.

New England reports a fairly normal market. Advance orders on bathing suits of the light weight, cheap grade are quite heavy, but on the heavy weight ribbed and better quality, orders are very light. There is a tendency on the part of jobbers to hold back for lower prices, although it is apparent that with an advance in yarns, quite contrary to expectations these present prices cannot be maintained. Orders on medium and cheaper grades of shaker sweaters are heavy, all manufacturers reported to be running full time, with plenty in stock for immediate delivery.

(Continued on page 32)

New National Secretary Appointed

SEPARATE HEADQUARTERS ESTABLISHED

ELLERY B. GORDON, formerly of the Federal Trade Commission, the Fuel Administration, and the National Retail Coal Merchants Association, has been appointed executive secretary of the National Knitted OUTERwear Association. The appointment was made by Daniel F. Byrnes, president of the Association, under power given him by the national board of directors.

Mr. Gordon succeeds Emil Zvirin, who resigned recently from the dual position as secretary of both the Knitted OUTERwear Association and the Knitted OUTERwear Manufacturers' Association, the latter the so-called eastern district of the national group.

Ellery B. Gordon has had an extensive experience in trade association work. He was associated with the Federal Trade Commission from the time of its inception until 1918, as special agent in charge of investigations of the activities of various trade associations, as a result of which some of the important litigations defining the powers and rights of trade associations were instituted by the attorney general.

Mr. Gordon was also assistant fuel administrator for the State of New York, and left that office to become the executive secretary of the National Retail Coal Merchants' Association.

It was also announced that the eastern district association secretary and his staff will establish separate headquarters, a plan which it is thought will result in greater efficiency and more direct benefit for both the local members and the national activities.

Recognition—and Opportunity

IT is satisfying in more ways than one to have the Association representing the Knitted OUTERwear Industry invited into councils of importance.

Aside from cooperating with the other Knit goods organization, and the clothing trades, the National Knitted OUTERwear Association offers advice to the Customs Service in matters where technical knowledge is needed in interpreting the Tariff Law, as to Knitted OUTERwear, and cooperates in devising the schedules used by the Census Bureau in obtaining data from time to time.

Unfortunately, the Knitted OUTERwear trade is not now currently advised as to the production of the staple lines, and the condition of the market as reflected by unfilled orders and stocks on hand from month to month. Such information would be of incalculable value, but can only be obtained by the willing cooperation of a large number of plants in furnishing the data to the government. Such figures are held confidential, individual figures are never divulged, and those who cooperate receive a summary promptly, combining all the returns in a brief statement.

Comparison of these results from month to month furnishes a dependable barometer of trend of conditions, and may conceivably save those who participate a great deal of money, for there is no other way in which such a summary of actual conditions in our Industry can be obtained.

Complaint Bureau Successful Again

An Exact Duplication of Name Has Been Eliminated Through the Activities of the Complaint Bureau

A PROMINENT member of the Association referred to us a case of confusion, resulting from the use of the name similar to that under which his mill operates.

This complaint was taken up at once and we were recently advised by the offending mill that steps would be taken at once to change the name.

It appears to us quite likely that there are cases, of slightly different nature, where the Association may well render a valuable service and eliminate much ill-feeling. We have particular reference to the use of the word "mill" in the name of a company which does not operate a mill.

The Federal Trade Commission has already set a precedent for this position and has declared it unfair and a deception to use a word in the name of a business concern which misleads the public as to the exact nature of the business conducted, besides inflicting injury on the balance of the trade.

The complaint Bureau is ready to look into any complaint that is submitted to it along this line, in accordance with the rules and procedure laid down for it.

Remember, this Bureau can be of service to you only as you make use of it.

"Fast Color" Means What?

Standard Terms Now to be Defined

IS the Knitted OUTERwear Trade exempt from misrepresentation as to "fastness" of colors? Some readily admit that a claim for any general line of colors to be fast to the action of sun, laundering, and perspiration is a self-evident misrepresentation.

One member writes that the experiments of his concern have failed to disclose a color, or a dye, that is fast to any two of these factors, let alone all three.

As long as a claim of "fast color" is loosely made by some in the industry, just so long will the trade as a whole be burdened with unjustified returns.

A committee representing converters, finishers, launderers, and merchants has just been put to work to define "fastness" and set standards for cotton goods. Representatives of the government are sitting in.

The cotton people appointed a subcommittee of five "charged with the duty of compiling such proposed standards for fastness of color and reporting its conclusion to the joint committee, together with their recommendations as to the best procedure to be adopted for the purpose of making such standards universal, either through the Federal Trade Commission, the Department of Commerce, or such other body as might aid in achieving the desired end.

Very well, for the cotton cloth people. So far as knitted OUTERwear goes, a simple statement of the truth, without exaggeration, is sufficient. Extravagant statements of a few in the trade do not sell more goods—but they do cause trouble to the entire trade.

The Knitted OUTERwear trade may well start its own correction of this particular form of misrepresentation, provided, of course, any exists—before someone outside the trade starts it for us. The National Association is working on this line, a service that should help materially to standardize the understanding of how far a guarantee can be applied in justifying returns.

Letters from Our Members

THE knit goods industry has long suffered from a lack of competent, practical men who could direct its course along the proper channels. While the individual manufacturer has shown a readiness to follow any lead at all along the line of new styles and new markets, there has been a dearth of leaders.

Who, then, can direct this Industry? Why not a board of research, composed of practical, public-spirited men, who are willing to devote some of their energies to its uplift? They would have many problems to solve. They could study new and improved applications of the knitted stitch—find other uses for knit goods and knitting machines than the present ones. They could study foreign markets for American knitwear manufacturers. They could study the problem of seasonal depressions. They could study the adaptation of the knit garment to the prevailing fashion vogue. They could bring out new styles, stabilize new ones, and altogether, place the industry on a firmer and more profitable basis.

Other industries have attempted research and have found it helpful. Many knitwear manufacturers can boast that they have escaped losses by finding new and different applications for the products of the knitting machine. Would not an interchange of ideas and a combination of effort on the part of the individuals lead to better and more productive results?

BEN GOOBICH.

"THE past year I have been reading quite a few articles similar to that published in your issue of the 24th under the heading of "What has face powder to do with Knitted OUTERwear."

When a person gets sick he goes to a doctor and tells him all his trouble. The doctor then gives a medicine and tells the patient to come back in a couple of days.

At the end of the couple of days the patient comes back and says he is no better. The doctor then gives him another medicine and tells him to come back in another couple of days. This continues until through elimination the doctor gets a proper combination of medicines and the patient gets well. So it is with our Industry. The minute business starts to slow up, we run around like chickens without a head, and say, well that garment is no good we'll try another one. After we try this on the dog in a little while and see that it does not work right, we try another one and before we know it we get a dozen styles none of which do the trick.

When the day comes that we create one garment, which strikes the popular fancy, you will quickly see that every manufacturer in the country will be pushing one style. In the meantime we are all trying and this develops the condition complained of.

DAN RHEINAUER.

Of Course; No Knitted OUTERwear Manufacturer Sells Below Cost!

Customer: If you are selling these watches below cost, where does your profit come in.

Dealer: We make our profit on repairing them.

Western District

AT MILWAUKEE, OCTOBER 22, 23, 24.

THE tentative program laid out for the Eighth Annual Convention of the Western District is so attractive that this should be the largest and most successful of meetings yet held in that District.

With business humming and everyone in good spirits, the inspiration is bound to communicate itself to everyone in attendance.

The Western District has extended a cordial invitation to all the Knitted OUTERwear people. Everyone there is bound to be well repaid for attending.

Show This to Some of Your Non-Member Friends

EXTRACT FROM ADDRESS OF ROBERT K. CASSAT BEFORE NATIONAL COAL ASSOCIATION, JULY, 1925

"IN these days every industry must have a clearing house in the sense of a central organization. Investment bankers have such an association, as have all other important lines of activity with which I am familiar. And I have observed that the virility of an association and the degree in which it is supported by its members are *excellent indications of the character and financial judgment of the men engaged in that Industry.*"

Good Business Makes the Weeds Grow

RAYMOND E. BELL, MANAGEMENT COUNSEL, OF NEW YORK, SAYS, IN *Management Survey* FOR OCTOBER:

ONE of our clients finds interesting occupation in his spare moments as a gentleman farmer. Answering the inquiry not long ago that the good weather must be having a favorable effect on his crops he remarked, "Yes, the weeds are growing very fast."

Favorable conditions not only stimulate the things we are cultivating, but also those we are trying to eliminate. If we do not keep the weeds down, we do not raise good crops.

The effect of good weather on crops easily leads one to consider a similar phenomenon that might be observed in business. It is not difficult to conceive that good business may also permit the weeds to multiply. Satisfaction tends to relaxation—then the weeds spring up.

Of course, in business many things are intangible, while on the farm we see quite clearly what is going on. A weed always appears as a condition to be got rid of; habit, a policy or an idea is not so easily recognized and disposed of.

Restricted or depressed business periods may be considered as a part of a well-ordered scheme of things to get rid of the weeds. It is then that the disposition to simplify, to economize and to plan finds its best opportunity. There is more time to consider. There is more opportunity to change. There is greater need to "do something."

Periodically there is the weeding season when the soil can be prepared for the next crop and when the seed may be planted for the most substantial harvest.

The comment is often made that big men have turned adversity into success. Doubtless they paid attention to their weeding at the right time.

Market Displays Strength

(continued)

Reports on business conditions for knitted OUTERwear in the East have been very encouraging for the past few weeks. Balbriggans are keeping up very well. Manufacturers report that knitted suits and dresses, sweaters in lumberjack style, turtle neck, chappy coat models, both plain and brushed, are in demand, and the mills look forward to a good season. Large distributors state they are busy on all lines.

Reports from the Cleveland District are that all the mills are working full time and the demand is in many cases beyond the capacity to deliver. One company states that they have recently turned down almost as many orders as they have been able to accept.

TO reach Buyers the Trade Journal offers the most effective medium.

The Journal of *your* trade is

Sweater News *and* Knitted Outerwear

93 WORTH ST., NEW YORK

338.405
NAT

NATIONAL KNITTED OUTERWEAR BULLETIN

Knitted OUTERwear deserves the preference ©

Published by
NATIONAL
KNITTED OUTERWEAR
ASSOCIATION

Edited by
ELLERY B. GORDON
Executive Secretary
347 Fifth Avenue
New York City

Number 11
December 15, 1925

LIBRARY OF ... DEC 23 ... UNIVERSITY

Standardization Work Gets Under Way

The National Committee on Standardization is to be congratulated on complete arrangements for studying Shaker Sweaters as the first step toward standardization of sizes of Knitted OUTERwear.

Our Industry is already considerably behind in standardization work, but our members are alive to the need. The response is expected to be whole-hearted.

Schedules will go out to all manufacturers of Shaker Sweaters, together with a letter of instructions. This work will be carried on and the study made under direction of Frank R. McGowan, National Knitted OUTERwear Fellowship, cooperating with the United States Bureau of Standards.

The sweater manufacturers are urged to give this study their personal interest and attention. The measurements and tests asked for in the schedule are not to be passed over lightly nor inaccurately recorded. The schedule should be filled out under the personal supervision of the best technical man in the plant and in the presence of the manager. Accuracy is of vital importance, and standardization based on accuracy is of still more vital importance to the industry.

One of the leading retail journals heads a current article "Your Ready-to-wear Department will be better off in every sense when substitution and skimping in the wholesale market are outlawed —And the retail buyer must remember that he encourages skimping whenever he insists on paying a skimped price for a garment."

The retailers are experiencing many ills and casting about for remedies. Undoubtedly some of their complaints against manufacturers are justified. No industry is free from faults.

The actual standardization of sweater sizes resulting from this present study will, however, go a long way toward overcoming some of our own faults and rendering futile many of the now prevalent unjustified returns.

Market Conditions Better Than Last Year. Outlook Good

New England District finds the market very little changed since last month. Novelties continue fairly firm but staples in jersey line bathing suits, etc., are very poor and prices out of line with yarn prices. Shakers have been hard hit this winter and several manufacturers have swung to windbreakers, although they feel this business is temporary. Conditions are far from normal, but everyone seems optimistic for improvement after January 1st.

Pennsylvania finds conditions lethargic. Isolated instances of activity are manifest, but the general tone among larger mills is a holiday one. One or two plants have closed entirely until after New Year, with others maintaining a skeleton organization.

Cleveland reports general trade conditions improving. Men have left for the road, for Spring business. Bookings far exceed those of a year ago, although there is still room for considerable improvement. The general tone is reported "better than fair" and shortly ought to be very good.

Western District members, almost without exception, experienced a decided slump on staples beginning in November. Demand for athletic garments and certain novelties still continues good. In spite of the slump on staples, however, the fact is that most of the mills are getting practically as much business, if not more, than during the same period last year, although the feeling is that it should have been still better in view of the splendid volume received during September and October. The blazer jacket is making heavy inroads on shaker sweaters in the West, but the majority feel that its popularity is due to wane during the course of the coming year. Practically all manufacturers in the Western District look forward to 1926 with optimism.

On the Pacific Coast the business in lumberjacks is brisk. The advance bus-

With the Season's Greetings

iness on swimming suits is reported as opening big with the entire coast busy.

The Eastern District has experienced a slight falling off of business as might be expected at this time Nevertheless the manufacturers report a very fair business during the Fall period. Lumberjack and windbreaker models have been especially active and continue to show activity. Ladies' sweaters, especially in the better grades, sold even better than predicted, and the outlook for the Spring season is promising. Knitted scarfs, especially men's, enjoyed a good Fall activity, and ladies' knitted scarfs also sold well. Balbriggans have fallen off and the market is comparatively inactive at present. The Spring season is expected to produce a very fair volume, and practically everyone is optimistic.

Knitted OUTERwear and the Tariff

During the past several seasons knitted OUTERwear manufacturers have been obliged to give every moment of their time to the multitude of detail and routine of their business. They have therefore paid little attention to the conditions and trend of political affairs which control not alone their businesses, but all business.

One of the most important influences upon the business life of the nation, is the tariff.

Manufacturers are so unanimously convinced of the necessity for an adequate tariff that they are prone to take it for granted that all others making up the body politic, are with them. They, therefore, pay little attention to the discussion of tariff questions, and neglect to keep public opinion informed by continuous educational effort of the necessity for this protection, to maintain the standards of living in our country.

This attitude on the part of manufacturers generally, has in several instances resulted in a complete reversal of the tariff policy of this country, with disastrous results to its business and prosperity.

The development of Associations representing industry, has done much to prevent the recurrence of such disasters. They, including the National Knitted OUTERwear Association, are ready, in season and out of season, to make the necessary educational effort and to watch for any untoward movement in tariff affairs.

Now that Congress has reconvened there will be presented for its consideration various bills providing for the amendment of the tariff schedules, and some even go so far as to say, that a request will be made for the revision of these schedules. Claim is made that to reduce internal revenue taxes without reducing tariff rates would result in favoring industry and wealth as against the laborer and the farmer. They hide the fact that the purposes of these two revenue producing laws are different. The former being concerned principally with producing a revenue for governmental purposes and the latter made principally to protect the American laborer and farmer against foreign competition.

Would it be favoring industry and wealth to permit under a low tariff, the importation of foreign manufactures and food products, produced cheaply by cheap labor, living under terribly poor foreign conditions? No. It would, in fact, put American industry and American agriculture in jeopardy and reduce the earning and buying capacity of the American laborer and farmer.

The manufacturers, through their Associations, and otherwise, must constantly and openly campaign for the continuous maintenance of the protective tariff policy of this country.

Putting Backbone Into Bathing Suits

There are plenty of ways of taking that, but we use the caption figuratively.

The Committee on Trade Practices and Ethics is preparing a concise but comprehensive circular which will shortly be offered to Bathing Suit Manufacturers for their use in defining specifically the acceptable basis for return of bathing suits.

Those manufacturers who are wise will readily adopt this plainly understood declaration of policy and notify their trade. The circular defines just what is meant by Fast Color and to what discoloring agencies his product must not be exposed if garment is returned.

It also defines the extent of guarantee as to fit.

With specific tag on each garment, there can be no misunderstanding on the part of the distributor, and unjustified returns should be correspondingly reduced.

Applications for copies of this circular will gladly be received from non-members.

ARBITRATION

The Best Means for Reducing Unjustified Returns and Cancellations

New Law Effective Jan. 1st

The cause of the most bitter business disputes, and the source of by far the majority of complaints against unfair and unethical practices, lie in the prevalent readiness to return merchandise and cancel orders without justification.

The National Knitted OUTERwear Association has provided machinery through its Complaint Bureau and through its Arbitration Committee whereby cases will be handled. When it is impossible to bring about an adjustment otherwise, arbitration is resorted to. When either party refuses arbitration, a report of the facts in the case is made to the Membership.

We doubt if our membership fully realizes the effectiveness of this machinery as a means for reducing the prevalence of these evils of returns and cancellations.

We wish each member who reads this would give serious thought to the general condition, as well as his own experience. We urge, for the good of the trade, that you submit disputes which you are unable to adjust satisfactorily yourselves, to the Association. This recommendation is not made because we wish to burden the National Office with a volume of work. It is made because we wish to see actual progress made in reducing the evil of returned merchandise and cancellations and we have the machinery whereby we may handle troublesome cases to a point of settlement in many instances where an individual may have been unsuccessful. Our method avoids the necessity for court action and the resultant heavy expense.

The United States Arbitration Act approved by President Calvin Coolidge on February 12th, 1925, now represents the policy of the United States for legal settlement of business disputes, by arbitration instead of through litigation. This act becomes effective January 1st, 1926.

Under this policy an agreement to arbitrate an existing dispute, or a clause in a contract to arbitrate any dispute that may arise thereunder, is valid, enforceable and irrevocable. The Arbitrator's award, upon motion, becomes a judgment of the court.

The arbitrators, who are selected by the parties to the controversy, have the power of a judge to issue subpœnas, compel the production of books and papers, place witnesses under oath, hear the evidence and render a decision.

Hearings are private and without technical rules of evidence, each side telling its story in its own way.

Disputes can, therefore, be arbitrated speedily and inexpensively, and because the agreement to arbitrate is voluntary and amicable, friendly business relationships between the parties are usually retained.

The National Association is anxious to serve the Industry through its Complaint Bureau and Arbitration Machinery. The advantages, both financial and otherwise, are obvious.

MAKE USE OF YOUR ASSOCIATION.

Price vs. Quality

It is too bad that every Knitted OUTERwear Manufacturer could not have heard the address of Prof. Paul W. Ivey of Chicago at the recent meeting of the Western District. It is impossible to convey in printed words his forcefulness and enthusiasm. The solid logic and sound sense of his reasoning is too pertinent to the Knitted OUTERwear Industry for it to be passed over lightly.

Unfortunately, his knowledge of the subject and his enthusiasm resulted in such a rapid fire delivery that it was impossible to take accurate stenographic notes.

His one outstanding question was: Do Knitted OUTERwear Manufacturers actually sell their goods or do they sell price? A purchaser of price always comes back for more price. A purchaser of quality comes back for quality. Whether the purchaser buys prices or quality depends on the salesman.

To be still more specific, Prof. Ivey would ask the question whether the Knitted OUTERwear salesman sells an all-wool sweater of the highest workmanship, which keeps in the warmth and keeps out the cold, and which represents the popular trend of color and most harmonious blendings; or whether he just sells a sweater.

By way of illustration, he called attention to his experience some years ago, when he was on the road. He was interested in hammers and went into one retail store after another, to ask for a hammer. His first experience was typical of the rest. The salesman brought out a hammer, told him the price and while he stood waiting and anxious to be sold on that particular hammer, explained to him that it was a very good hammer and he could not go wrong on it.

Some time later his curiosity was aroused as to why by contrast one of the largest mail order houses sold so many millions of hammers without any personal contact whatever, simply through the medium of a cold black and white printed description in the midst of a heavy catalog, printed on cheap paper. His answer was found in the description of the hammer, which as nearly as the writer can remember, read something like this:

> "We highly recommend this hammer on the following points:
>
> 1. *Full nickel plated head.* (He had never stopped to think before whether that meant anything or not, did not know as it meant anything even as he read it, but naturally accepted it as being a favorable point.)
> 2. *Mahogany finished handle.* (Just a touch of attractiveness, which had a certain appeal.)
> 3. *Claws split to a fine point.* (This immediately registered due to his experience in the use of hammers which would *not* pull finishing nails.)
> 4. *Made of tempered steel that will not break.* (This also meant considerable since he was well along in his young life before he knew that a hammer had more than one claw.)
> 5. *Handle set with iron wedge to prevent slipping.* (Everybody will recognize the advantage of a non-slipping handle; not that many which are properly wedged do not sometimes slip, but as a selling argument this point registered heavily.)
> 6. *Handle of best second growth hickory.* (Now as a matter of fact he did not know whether second growth hickory was any better than first growth, but the fact that the salesman or the description made particular mention of it, registered in his mind as a distinct advantage for this particular hammer.)"

There is a whole lot of meat for thought and suggestion for action in this illustration.

The Knitted OUTERwear people have had the experience, some anyway, of acceding to the demand for price with the result that the next demand was for still another price, and so on down the scale until quality had to be sacrificed in order to meet the demand for price. When that happens the whole works are shot.

Is it not possible to fix the proper price, maintain the highest possible quality at that price and hold both price and quality in spite of temptations?

Is it not possible so to sell the quality of the article that we shall never again be subject to a ruinous price competition, even though market conditions may seem to warrant it?

Is it not a fact that if we offer a $60 article next year for $50 when it is generally known that the cost of materials has gone up, our customers are fully justified in drawing the conclusion that we extorted an unreasonable price from them this year?

Finally, is it not true that the average American consumer (and he is by far the biggest purchaser) wants quality and is willing to pay for it? By this we mean that he wants good quality at a fair price, not cheaper quality in order to get a lower price.

Greed for immediate gain has caused many a failure.

An eminent medical authority writes that man has succeeded in putting off death ten years. Now if some writer on economics will show us how to treat taxes the same way, we can all die happy.

TO reach Buyers the Trade Journal offers the most effective medium.

The Journal of *your* trade is

Sweater News *and* Knitted Outerwear

93 WORTH ST., NEW YORK

NATIONAL KNITTED OUTERWEAR BULLETIN

NUMBER 3 MARCH, 1926

Annual Convention At Milwaukee
June 10, 11, 12, 1926

THE Western District, which will be host to the National Association at this year's annual convention, has announced that the meeting will be held in Milwaukee on Thursday, Friday and Saturday, June 10, 11, and 12. Convention headquarters will be at the Hotel Pfister.

With true western vigor, the special committee appointed by President L. J. Pinkerton of the Western District has already been at work preparing plans for the meeting. The committee's preliminary announcement promises a number of good speakers and a high class program of entertainment. Senator I. L. Lenroot of Wisconsin will be the speaker at one of the noon luncheons, and efforts are being made to obtain another very prominent man in public life as the principal speaker for the Annual Banquet. The committee also announces that it has engaged the services of one of the country's leading humorists for an address at the banquet.

Tentative plans provide for the opening of the convention with a noon-day luncheon on Thursday, June 10. The program at this luncheon will include addresses of welcome, the annual address of President D. F. Byrnes, reports of officers and the presentations of resolutions. It is planned to adjourn this first session at 3 p. m., and devote the remainder of the first day to committee meetings.

The annual banquet will be held on the first night of the convention, Thursday evening. The entire day on Friday will be devoted to convention business. A brief speaking program is planned in connection with the noon luncheon on Friday.

The high point of the entertainment program will take place on Friday, when the Western District will be host to the convention at one of its famous stag entertainments. A special entertainment committee has been appointed to arrange this affair.

On Saturday, the last day, the committee plans a golf tournament and outdoor program at one of Milwaukee's country clubs.

This affair will open with a breakfast luncheon. The committee will also provide for sight-seeing trips for the early hours of Saturday morning for those delegates who wish to take advantage of this feature.

Standardization and merchandising to meet modern conditions will be the principal theme of the business sessions. Further announcements and details will follow. Reserve the dates.

APR 3 1926

MILWAUKEE ~ JUNE 10, 11, 12

Out of Chaos a New and Better Industry

A LIVE, VITAL MEETING—The entire Convention program will be planned to point the paths to *improvement and stability,* in place of confusion and instability.

PUT THESE DATES DOWN NOW ON YOUR CALENDAR

1926 ANNUAL CONVENTION 1926

Some Interesting Correspondence

IN addition to the verbal fireworks which have taken place on the matter of worsted yarn terms several interesting exchanges of ideas through the mail have occurred. Below is printed an extract from a letter of a spinner to the secretary of the National Association of Worsted and Woolen Spinners and forwarded by him to the office of your Association for comment:

> "We have been shown by...... our name on a list of eleven worsted spinners who had sold yarn on terms of 3% 10th prox., 2% 70 days, since the adoption of the new terms. *We believe this amounts to criminal libel.* We believe you cannot take action too quickly with the National Knitted OUTERwear Association to have the statement retracted."

The italics, of course, are ours.

Every transaction listed in our bulletins is supported by a signed report from a member. If an erroneous report should have been made by a member, we shall, of course, issue retraction immediately upon receipt of signed admission.

A Spinner's Argument

President D. F. Byrnes has received from a well known worsted yarn spinner two letters stating the spinner's position on this matter of terms. Extracts from these two letters, together with Mr. Byrne's reply to the latter one, make interesting reading. We believe the following extracts are a fair presentation of the major points of this particular spinner's arguments:

"Referring to your February issue of the National Knitted OUTERwear Bulletin, the .... company has not sold on any longer terms than 3% prox., or 2% 60 days for five years. Our present terms are 2% 10 prox., or net 60 days. . . . It seems to be an absolute fac that the spinners must have net terms Their working capital does not pe[illegible] them to have net terms of longer [illegible] 60 days. These are still available to th knitters. *We think, without any exception, that the spinners all reduced thei prices at the time they made the chang in terms,* so that the same net price i still available to all knitters, relatively a it was before.

"We think that your Association has made a mistake in this page in your Bulletin, and without meaning to star any written argument with you at all this letter being merely written for you to know the inner facts of the matter we suggest that the question be allowed to lapse in further copies of the Bulletin.

"During February we received no less than six checks from responsible members of your industry, paying us for yarns booked on our previous terms of 2% 60 days, substantially overdue on 60 days, deducting the discount of 2% and adding interest at the rate of 6% per annum.

"During the year 1925, we charged off as bad debts over $30,000. Without exception this was all incurred with those of our customers who did not discount their invoices on the 10th of the month . . .

"Cotton yarns are universally sold on 2% 10th prox. terms, with the longest terms 2% 30 days. Is there any reason why worsted yarns . . . should be sold only on the basis of the spinner exte[illegible] ing banking accommodations with custo[illegible] ers at 6% per annum?

"The weaving trade, which is by far the largest consumer of worsted yarns, has never had any terms except 2% 10th prox., net 60 days . . .

"A recent statement issued from your Association seems to imply that no longer terms than 2% 10th prox. are now offered by the spinners. This is not the case. Our terms are 2% 10th prox. or net 60 days . . ."

President Byrnes' Reply

Mr. Byrnes' reply to the letters mentioned above was a characteristic one. He wrote:

"The writer regrets very much that you have been unfortunate in selling those members of the industry who have been unable to promptly meet their bills, as he was under the impression from what you had said on several occasions that you did not solicit such accounts. It is quite true that $30,000 lost during the year is a very substantial amount to lose, and it would certainly appear that such losses would warrant an individual institution in tightening up its credit lines.

"The writer is yet at a loss to discover why it is necessary to punish the industry for the faults of a few of its members. You mention the fact that the spinner does not intend extending banking accommodations to the knitters, but you overlook the fact that the knitters, generally speaking, are selling their commodities on the basis of 2/10/60 extra, and they see no way of remedying such an evil.

"As previously stated to you, and also in my previous letters, the writer feels that there was a much better solution to the problem than that which the spinners chose to follow without the proper consideration for those affected, and even to the extent of refusing to discuss the question.

"Inasmuch as it has been generally admitted by a number of the spinners that the new terms were properly compensated for in a price adjustment, the writer feels that it will be rather embarrassing for the spinners to insist on maintaining their position. And, in view of the fact that the Board of Directors of our Association have chosen to protest vigorously these new terms, it will be the writer's duty to see that every honorable effort will be made to discourage a continuance of these terms."

THAT the position taken by the Bradford Worsted Yarn Spinners on December 9, when they announced new minimum terms on knitting yarns of 2%/10 days E.O.M. net 60 days, is proving not only unpopular but untenable, is indicated by reports in the trade.

It is understood that the spinners have had at least one recent meeting to consider proposals for abandoning their program, or at least modifying it. Whether such action will be taken is not yet known.

The National Knitted OUTERwear Association has reported to its members the terms upon which actual purchases of worsted yarns have been made during the winter, and in its reports appear quite a number of spinners who have not adhered to their agreement.

The United Women's Wear League of America has recently thrown its support and that of its constituent organizations on the side of the knitters in opposition to the new terms.

The Association has emphasized the fact that worsted yarns can be bought on the customary terms of 2%/10 days, 60 days extra.

Beyond this, however, reports have been rife in the trade to the effect that purchases of worsted yarns have been recently made from reliable houses on the understanding that the invoices would specify 2%/10 days E.O.M., but that settlement would be accepted on the basis of the old terms. These reports are from unquestionably reliable sources.

The attempt of the spinners to establish such a radical change in terms after long years of satisfactory business under customary terms, seems to be headed for disappointment.

We again recommend that you buy Bradford-spun worsted yarn only on the customary terms.

Spinners Weakening on Terms

Capper Bill Reported Out of Committee

THE Capper Bill was reported out of the Senate Committee on Interstate Commerce with favorable recommendation on March 9. This bill provides for compulsory branding of all mixed woolen goods.

Our members were immediately advised in order that they might make known their views at once to their Senators. Immediate response has already been reported to the national office.

The position of practically all the textile industries on this bill is the same. No advantage accrues to the consumer through a compulsory branding of every piece of goods, but a serious burden is placed upon the manufacturer. This burden of necessity is eventually passed on to the consumer.

Mill after mill would, under this bill, be obliged to tag or label over ninety-five percent (95%) of its output, since every worsted garment which contains the finest silk stripe for decoration purposes would have to be tagged. The only garments not subject to labeling under this bill are thoes made of pure worsted. It is well known that the percentage of all-virgin-wool garments manufactured is small.

The impracticality of the bill is well known to those who have studied the matter. The United States Bureau of Standards has gone on record that there is no way of distinguishing between virgin wool and re-worked wool in fabric or garment. Therefore, any legislation which contemplates establishing such a distinction is obviously unenforcible.

We sincerely trust that the Senators will give full consideration to the facts when casting their votes.

The textile industry does not believe any public good will be served by misbranding legislation. If any legislation is needed, let it be practical and enforcible.

No honest manufacturer can object to the requirement that, if he brand his goods as to content, the label must [illegible] the truth. The Merritt Bill in the Ho[illegible] provides exactly that. If any legislation is deemed necessary by our present Congress, we trust it will follow the lines of the Merritt Bill, which will have the effect of preventing the actual misbranding of merchandise for the purpose of deception, but will not inflict a heavy burden on all textile industries with no hope of accomplishing the desired result

The National Association, through its members, has conveyed the facts as above outlined to Senators, that they may be informed when called upon to vote on the bill. The National office has received copies of letters written by a number of members and congratulates the writers upon the breadth of mind and the fairness of expression displayed. Such replies as are available from Senators indicate they are open to favorable impression with our viewpoint, with only a few exceptions.

Income Tax and Estate Tax

A booklet analyzing the 1926 Revenue Act in a simple way as it applies to Income Taxes and Estate Taxes has been prepared by our Counsel, Harold R. Lhowe, LL.B., and Joseph Harold Kraus, C.P.A.

This pamphlet is available to members upon request.

The Poet's Corner

Count that day lost,
Whose low descending sun,
Finds prices shot to hell,
And business done for fun.

Build Up to a Standard Not Down to a Price

National Knitted Outerwear Bulletin
Published Monthly by the
National Knitted OUTERwear Association
347 Fifth Ave. New York, N. Y.

OFFICERS
President, D. F. BYRNES,
Bradley Knitting Co., Delavan, Wisconsin
Treasurer, DANIEL RHEINAUER,
New York Knitting Mills, New York City
Executive Secretary, ELLERY B. GORDON,
New York

A Presidential Message

Your National Association Bulletin, in conformity with the recent decision of your Board of Directors, is beginning to take on more of the aspect of a real bonafide publication of an industry that can most certainly make excellent use of a monthly publication with a direct appeal to the executive of each and every mill in the industry. It is hoped that your interest in the Association's welfare will best be expressed by the occasional contribution to its columns of bits of information and articles of timely interest to its readers.

It is further hoped that this monthly Bulletin will be the means of placing before you each month a reliable guide and market page for your plant wants and supplies. The institutions which are giving evidences of a spirit of cooperation in appearing before you each month will be found to be reliable and worthy of your full consideration.

D. F. BYRNES, *President,*
National Knitted OUTERwear Association.

The next issue of the Bulletin will be dated May; there will be no issue carrying an April date line. Hereafter the Bulletin will be published regularly and will be in the hands of members on or about the first day of each month.

Hand-to-Mouth Buying a Permanent Fixture

Mr. Trabilcy has made a few remarks regarding the necessity of procuring advance business from retailers and jobbers in order to maintain production in our mills. The retailer, however, does not concern himself with anything but his own affairs, and finds that it is far more profitable for him to buy from hand to mouth.

As an illustration, I know a buyer of a Los Angeles house who comes to market during season every six weeks. If you will take into consideration the fact that it takes five days for the buyer to get here, five days in market and five days to get back, you can realize the expense involved, and yet this department store finds it profitable to spend this money rather than place orders for quantities in advance.

Hand to mouth buying is here to stay, and it is up to manufacturers so to adjust their affairs that whatever volume may be produced must carry the burden of overhead and profit. In other words, in former years we could count on eight months' business to carry our overhead; today it must be done in about six months, for to put stock on your shelf is a gamble, so why should you do it? The minute the merchandise is on your shelf, its value is depreciated, and you are at the mercy of the sharpshooter. It is absolutely essential that all *prices be readjusted* and that you *know your cost,* and when you know your cost, you will know what to do.

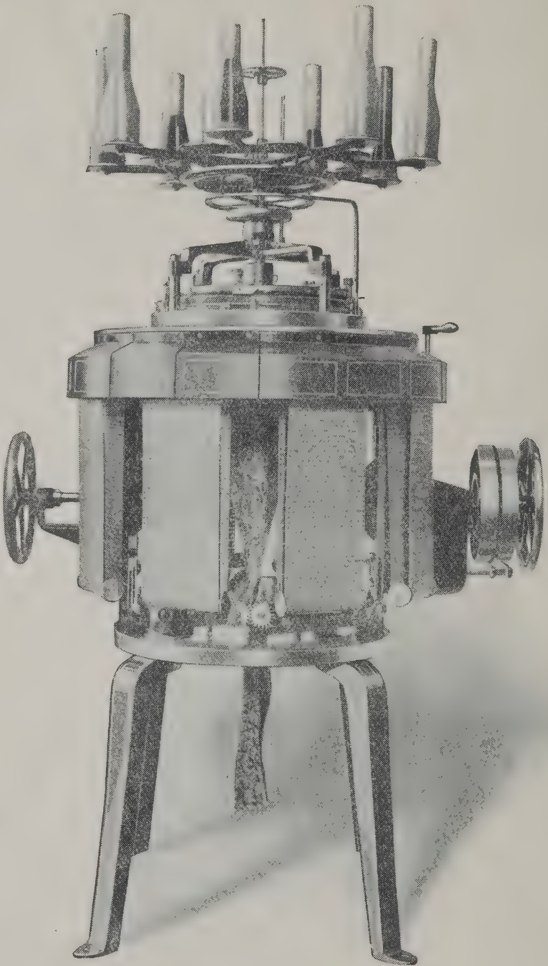
—From an address by Daniel Rheinauer, President Knitted OUTERwear Manufacturers' Association, Eastern District.

Your Symbol Knitted OUTERwear deserves the preference © **Use IT**

The

Circular Jacquard Machine

is the outstanding machine for today and all times



NO CHAINS NO LINKS

Made in All Gauges and Sizes: 14"—16"—18"—20" and 28"

LARGE PRODUCTION—LOW COST—SIMPLE OPERATION

Manufactured only by

The Jacquard Knitting Machine Company, Inc.

1924-28 WEST HUNTING PARK AVE. PHILADELPHIA, PA.

Vital Statistics an Urgent Necessity

THERE seems to have been an incomplete understanding of the value of this information, and by the for[illegible] the monthly figures requested by the Department of Commerce will not include dollars of value, but only dozens of each class of garments manufactured during each month.

It is difficult to argue this matter successfully by correspondence. The best I can do is to state as forcefully as I know how that the Knitted OUTERwear Industry is now and will be increasingly in need of just such information. No good business man goes on from month to month without keeping himself informed as to the record of his production department on one hand, and the record of his merchandising department on the other. In other words, quantity produced and quantity on hand.

The Knitted OUTERwear Industry has grown up to man-size and every unit in the industry must permit its vision to go beyond the individual business, realizing that the general industry conditions have a direct bearing on his own individual business. Whether we recognize it now or not, we shall be forced eventually to recognize the necessity for each manufacturer to have in his hands, along with his own department records, the department records of the industry at large. We are now lagging behind other industries in this respect, and while the availability of such information will not in itself prevent ups and downs of business, it will be of immeasurable value as a guide based on actual records of the industry, rather than on trade rumors, as at present.

Please understand that the Association is not going to have a thing to do with this piece of work, beyond lending its moral support and the cooperation of our members in rendering these reports monthly to the United States Department of Commerce. Individual figures will be absolutely confidential, nothing being divulged, but will be compiled into aggregate figures by classes of merchandise, and reported back promptly to everyone who furnishes the reports.

Our Special Washington Service Has This to Say:

"The Hoover Policies, in particular, are felt to be a stabilizing influence of greater importance than is usually realized. They have attracted special attention in England. In the debate there, in the Commons, on the Snowden Socialistic Amendment, there were frequent references to what has been accomplished in America by governmental cooperation with industry. 'In the United States, for example, a great deal is being done in the way of collecting information and making it available to the country as a whole.' In addition to standardization, elimination of waste, etc., Mr. Hoover 'has made it possible for various industries to produce intelligently, with proper knowledge of the consuming capacity of the market, wherefore the *likelihood of over-production is minimized.'* "

Your National Association is trying to establish a monthly service of vital statistics and the Department of Commerce is ready to do all the work. Our members who have not already pledged their support should do so at once. A letter to the National Secretary pledging the cooperation of a few more members will be sufficient to start this work going.

January, 1926, Imports

(Furnished monthly by special arrangement)

	Pounds	Value
Wool		
Fabrics in the piece......	3,252	$9,023
Outerwear U. S. p. f.....	10,589	52,455
Silk		
Fabrics in the piece......	797	9,066
Outerwear—knit goods...	....	9,739
Rayon		
Fabrics in the piece......	823	4,564
Outerwear—knit goods...	983	3,440
Cotton		
Fabrics in the piece......	4,435	12,802
		$101,089

From the following countries:

Austria	$3,875
Germany	2,671
Czechoslovakia	1,876
France	26,483
United Kingdom	56,128
Miscellaneous	10,056
	$101,089

Details of the above figures are in the National Office and are available on inquiry from any member. Besides the classes of goods shown here, we also are in possession of similar figures on gloves and mittens and woolen hosiery. Similar data will be published each month. Keep it on file for comparison and future reference.

Watch Styles Carefully

Indications of an early "return to style" of women's sweaters are being carefully watched by the entire trade. Paris has heartily sponsored "blouse effects." A large vogue this summer for style sweaters and separate [illegible] is being prophesied in sections of the New York market.

A major style trend of this kind does not develop overnight; manufacturers should not be discouraged because more rapid progress has not been made since the first stirrings of a return swing of the pendulum became apparent several months ago. Watch this market carefully.

TABLE I. KNITTED OUTERWEAR PRODUCTION 1899 TO 1923

(Blanks in the following table occur because authentic comparative figures are not available in certain classes of merchandise)

		Census 1923*	Census 1921*	Census 1919*	Census 1914	Tariff Board 1909	Tariff Board 1899
Sweaters, sweater coats, etc.							
	Value	$111,159,030	$69,426,457	$61,094,341	$26,195,002	$22,430,317	$3,498,837
	Dozen	4,455,096	2,747,644	2,132,581			
Bathing suits	Value	17,554,058	11,202,241	6,644,906	2,003,889		
	Dozen	972,448	909,375	301,393			
Scarfs and shawls	Value	10,355,651	7,784,658	4,054,859	7,680,802	3,318,985	1,002,392
	Dozen	979,702	362,677	298,237			
Headwear (except infants')							
	Value	4,813,062	3,408,674	3,996,398			
	Doz. sets	842,843	507,993	557,732			
Neckties	Value	12,317,321	9,136,740	5,100,947			
	Dozen	3,323,925	1,756,633	547,631			
Gloves and mittens	Value	15,888,009	21,308,752	18,468,555	10,519,613	7,296,887	4,244,046
	Doz. prs.	1,999,367	2,215,767	3,408,037			
All other knit goods	Value	24,191,345	10,837,641	11,283,451			
Knitted fabrics	Value	43,367,219	35,413,344	42,138,149	6,147,154		
	Sq. yds.	38,703,199	38,111,516	25,342,706			
Total		* $239,645,695	$168,518,507	$152,781,606	$52,576,460	$32,945,689	$8,745,275
Percentage of increase—Value		42.2	10.3	190.59	59.59	276.73	
	Units	10%	43.03				

* Excludes census class "Sueded Cotton Gloves," but adds fabrics not included by census.

This comparison will be of value when the 1925 census is added. Have you sent in YOUR report to the Census Bureau?

NICETOWN DYE WORKS

Dyers of

Yarns for Knitted OUTERwear

FRANKFORD PHILADELPHIA

Report No. 1 on Standardization of Sizes

THE project of standardizing sizes of shaker sweaters can be considered as started. Ninety-nine manufacturers have for[illegible]ed questionnnaires on shaker sweaters for two and one-half and three cut for men's, cadets' and boys' classification. Tapes graduated in one-tenth of an inch have also been sent out.

To date there have been ten questionnaires returned, one of which merely states they did not make this type of garment, leaving nine submitting data for consideration.

The Fellowship reports that of these nine, six have not submitted the data clearly, as explained in the page of instructions, and, accordingly, the data cannot be used in submitting proposals on standard sizes.

It is, therefore, recommended that these six manufacturers resubmit their actual measurements according to instructions. *Manufacturers who are to submit questionnaires should not give those dimensions which they plan to reproduce in a garment for it is not those dimensions we are interested in.* The entire work on standardization is based on *actual measurements,* taken from manufacturers' garments.

Respectfully submitted,
F. R. McGOWAN,
Research Fellowship Co-operating with Bureau of Standards.

Standardization of sizes of shaker sweaters is under way. The schedules are already being sent in to F. R. McGowan, Research Fellow, at Washington.

Members are urged to make their reports promptly and to give all the measurements called for on the schedule. Whether knitted OUTERwear manufacturers generally realize the full importance of this work or not, our members will appreciate its value when the study has been completed and standard measurements have been adopted.

The extent of interest in this work is indicated by the offer of the National Association of Retail Clothiers and Furnishers to appoint a conference committee to work with our own committee. The retail distributors are alive to the value of standard measurements. They are assisting to bring standardization into practice on classes of garments other than knitted OUTERwear.

The knitted OUTERwear industry must fall into line. There is no reason why we should not get ahead of the line. As a member of our Association, you have an opportunity to promote the success of this work by your personal interest and by getting your report in at once.

Frankly, the filing of these reports has not been as prompt as it should be. *You* are the one who can correct this condition by getting busy.

WALTER E. KNIPE & SONS, Inc.
Philadelphia Dye Works
WYOMING AVENUE and G STREET

Better Dyeing *for* DISCRIMINATING MANUFACTURERS

Knitted OUTERwear deserves the preference ©

Shaker Sweater Returns Show Need of Size Standardization

ALTHOUGH sufficient reason has been presented for the undertaking of this program, the first actual proof of the need for standard measurements has been noted in the few returns already received on the shaker sweater questionnaire. In dimension numbered 4, a difference of five inches was found in the large sizes, while in the smaller sizes the difference is as low as one-quarter of an inch. To make the condition somewhat extreme there is the possibility that had the results been taken from actual measurements on the garment the difference of five inches would perhaps be as large as eight inches when the assumed manufacturers' tolerance of plus and minus one and one-half inch is applied.

From the questionnaires received to date it appears that some manufacturers of sweaters have forgotten that the method of making this survey is an approved and tested method, and not one chosen for the lack of a better one. In fact it was the desire of the St ardization Committee that this met be used. It also appears that man manufacturers have their own idea which they prefer to use, and do us in submitting this important dat on measurements. If manufacturer choose to use a number of differer methods of submitting data the cor fusion will result in seriously hinderin our work.

It is quite obvious, however, tha such troubles are to be expected, an this industry is not alone in encounter ing them.

Members are urged to carefully an conscientiously fill out all the dat called for and thus help in obtainin early and satisfactory standards fo sweaters. We are very glad to recor the fact that three of our largest mill have submitted a complete and care fully compiled schedule of measure ments from actual garments. We wan *all* the members who have the schedule to join this exclusive club at once!

FOR KNITTED OUTERWEAR

"Industrial" Rayon

Shipped direct from our mill to you, in skeins or on cones, tubes or spools, dyed or in the natural

The Industrial Fibre Company, Inc.
148 MADISON AVENUE **NEW YORK CITY**

People Don't Buy Merchandise—They Buy What Merchandise Will Do

Palace of Fashion Under Construction

The well-known firm of Thompson & Starrett, contractors, have the Palace of Fashion now under construction for the Sesqui-Centennial Exposition in Philadelphia. This octagonal structure covers four city blocks.

A meeting in Philadelphia Monday evening, March 15, authorized the immediate completion of all details. The Board of Governors of the Textile and Apparel Exhibits Association, a corporation which has the financing and management of the Palace of Fashion in hand, consists of some of the most prominent men in their respective industries.

Among the many business associations which have formally endorsed the Palace of Fashion as one of the outstanding features of the Sesqui-Centennial Exposition, is the National Knitted OUTERwear Association.

It is believed that the 25 millions of visitors who are expected to enter the gates of the Exposition will also visit the Palace of Fashion, one of the features of which will be frequent Fashion Shows under direction of Ned Wayburn, with accommodations for 6,000 seats, surrounding a stage 90 feet in diameter.

As a whole, this exhibition may be considered as a glorified department store, with beautiful color effects devised by art directors, and a radically new method whereby sales may be made to our customers' customers on a profitable basis and one entirely ethical.

The textile and apparel trades represent an annual output of over twelve billions of dollars ($12,000,000,000), and this joint cooperative method of erecting the Palace of Fashion on a non-profit basis by all the trades interested, means that every manufacturer can support the project whole-heartedly, knowing that the management is under direct control of a Board of Governors on which his industry has an official representative.

We believe that this exhibition holds great opportunity for publicity and increased popularity for Knitted OUTERwear.

As the time is short to June 1, many of our manufacturers may possibly not be reached by personal solicitation. If any of our members wish to reserve space by mail, inquiries addressed to the National office will be promptly handed to the proper official of the Palace of Fashion organization and receive immediate attention.

Peanut Salesmanship

Nothing is so easy as to cut prices; and nothing is so hard as to get them back when once they have been pulled down.

Who gets the benefit of price-cutting? Nobody.

The man who sells makes no net profit; and the man who buys soon finds himself getting an inferior article.

No manufacturer can permanently keep up the standard of his goods if he price is persistently cut. Pretty soon he is compelled to use cheaper materials, and to cut down the wages of HIS workers.

The man who cuts prices puts up the sign: "This way to the junk heap."

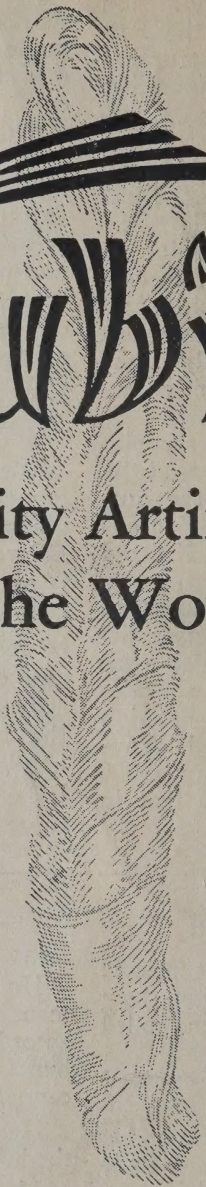
He admits his own failure as a salesman. He admits he has been defeated according to the Marquis of Queensbury rules of business. He admits he cannot win by fighting fair.

He brands himself as a hitter-below-the-belt.

If the business world were dominated by price-cutting, there would be no business at all.

Price-cutting, in fact, is not business any more than smallpox is health.

—HERBERT N. CASSON.



Tubize

The Quality Artificial Silk
of the World

TUBIZE ARTIFICIAL SILK CO. *of* AMERICA
Sales Office: 303 Fifth Avenue, *New York City*
Philadelphia Hopewell, Virginia